



Henrique Rodrigues

Cross-functional strategic projects & operations

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THE DECISION IN ONE LINE

Hire the operator who makes work between functions executable.

Henrique is most useful when an important mandate crosses strategy, operations, markets, partners and senior stakeholders. He reads the system, isolates the decision, assigns the work and builds a cadence that survives the first presentation.

PRACTICAL FIT

Geneva–Lausanne · Swiss permit B ·
French and Brazilian citizen.

French and Portuguese native/C2 · English
C2 · Spanish B2 · German A1–A2.

Switzerland · Canada · international
mandates across enterprise, health,
venues, music and founder-led platforms.

HOW I OPERATE

01

Read the system

Map the commercial context,
evidence, stakeholders,
constraints and missing decisions.

02

Frame the move

Separate signal from noise and
turn the diagnosis into a position
people can evaluate.

03

Build the operating layer

Connect responsibilities, materials,
CRM logic, meetings and follow-up
into a usable rhythm.

04

Close the loop

Make the next action visible,
preserve the evidence and adjust
from real feedback.

THREE PROOF POINTS

SAP Canada

Supported a \$200M Cloud Success Services
business context with QBR material, leadership
preparation, account and staffing visibility,
follow-up tools and preparation around a 100+
C-suite meeting cadence.

Sanofi / Opella

Across Switzerland, Belgium and Austria,
separated brand performance from category
contraction and competitor exits, then translated
the reading into practical country-level priorities.

La Grande Roue de Montréal

Coordinated 20+ suppliers and public events at
1,000+ attendee scale, joining on-site delivery,
partnerships and content around a visible
Montréal landmark.

HOW THE RANGE ACCUMULATED

2015–2021

Research, production and
artist operations

2021–2023

Enterprise operating rhythm

2022–2024

Premium language and public
partnerships

2024–2026

CRM, multi-market activation
and founder-backed strategy

The range is cumulative, not decorative: research made the diagnosis stronger; enterprise work made the operating cadence sharper; partnerships and activation made the work market-facing; CRM and automation made follow-up more durable.

BEST FIT — AND BOUNDARIES

Strong fit

- Senior cross-functional roles spanning strategic projects, operations, activation, partnerships or chief-of-staff-style support.
- Mandates where the problem is commercially important but still ambiguous, fragmented or ownerless.
- Environments that value multilingual judgement, executive communication and hands-on delivery.

Boundaries

- Not positioned as a pure paid-media buyer judged only on ad-account dashboards.
- German is basic and in learning, not professional fluency.
- Outcome claims remain bounded by evidence; company, market, film and artist results are not presented as sole personal causality.

A LEADER'S VIEW

“Henrique's exceptional organizational skills, adaptability, and eagerness to learn have consistently been evident in his role at SAP Canada.”

Thomas Kerherno — National Vice-President, Cloud Success Services · SAP Canada Inc.

Continue the conversation

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