
EXECUTIVE PROFILE



Ricardo Braga de Andrade

PARTNER

“Strategic Focusing enabled us to build a new corporate culture based on trust & collaboration, focused on the development of the whole company in an eco-based way instead of the traditional command and control and competitive ego-based way which had restricted our corporate growth. Oxford Leadership’s approach is a pragmatic way of getting business results by connecting people with spirit, wholeness and learning teams.”

Carlos Melendo
Handsets Director
Telefónica, Spain

“Such an unexpected success. I have never experienced a leadership training course that made me understand the importance of knowing myself. Absolutely great experience, it was fun, personal and I met some excellent people. The course really made you think, but in an organised way.”

Heiko Hutmacher
Global HR Director
METRO AG, Germany

Ricardo is the Managing Director of Oxford Leadership Brazil. He has 17 years of experience as CEO of leading US and European-based insurance companies. He also has experience in serving as a Board member in Latin America as well as a Regional Business Development Senior Vice President, supporting operations in Brazil, Argentina, Chile and Mexico. Ricardo works to ensure organisational alignment and business execution. Ricardo is based in Brazil.

Throughout his career, Ricardo has developed an expertise in business development through long-term partnerships, including affinity programs, coinsurance agreements, strategic alliances and joint ventures. In addition, he has extensive experience in managing and integrating underwriting and financial functions as well as sales, marketing, operations and human resources activities.

Ricardo also brings extensive experience in start-ups, launching new business units, product development, exploring new market segments and implementing multichannel distribution strategy.



Ricardo holds a Masters Degree in Social Communications from Fundação Cásper Líbero, São Paulo and a Bachelors Degree in Economics from Universidade de São Paulo. He is also a Certified Financial Planner by the Financial Planning Standard Board.

Ricardo works in Portuguese and English.