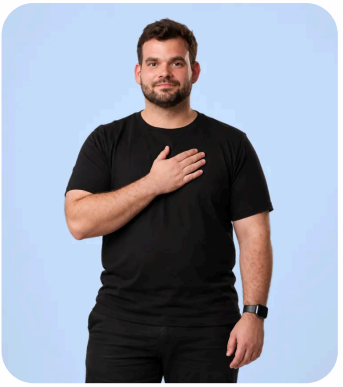
AI & DATA EDUCATOR · FOUNDER

Diogo Alves *de Resende*



I teach more than 145,000 business professionals to get real results from data and AI, on Udemy, Zero to Mastery and Coursera. I co-founded Bitte, a SaaS for restaurants.

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145,000+
learners on Udemy, rated 4.5 from 21,000+ reviews

€1B → €3B+
Zalando Germany, 2017 – 2023

20
paying restaurants on Bitte

Work *experience*

Co-founder
2023 – PRESENT
Bitte · SaaS for restaurants

- Raised €40k in funding, plus €10k self-funded.
- Scaled to 20 paying restaurants.
- Grew Instagram to more than 2.5k followers.

Lead instructor, data and AI
2020 – PRESENT
Udemy, Zero to Mastery and Coursera

- **Built a financially sustainable business with an ARR above €250k and social media above 15k subscribers.**
- Created online courses on AI, data science, analytics and business, training more than 145,000 people.
- Delivered corporate trainings to HSBC and Critical Manufacturing.
- Managed freelancers from all continents to improve content quality and design.

Analytics, strategy and planning
2017 – 2023
Zalando SE

- **Led the commercial strategy for Zalando in Germany, growing the business from €1B to more than €3B in 6 years.**
- Led a team of 2 in commercial planning and analytics.
- Enabled C-level leadership with business cases to bring key initiatives like Beauty, Plus and English to the German market.
- Delivered projects to improve revenue forecasting, leading to profit gains above €10M a month.
- Promoted 3 times, from intern to senior, and earned the top performer bonus (top 10%) in non-promotion years.

Management consultant (sabbatical)
2017 – 2018
United Nations

- Conceived the strategy plan for the Lesotho Scaling Inclusion through Mobile Money (LSIMM) platform.
- Managed to get unanimous approval from stakeholders: Ministry of Finance, Central Bank of Lesotho and mobile network providers.

EDUCATION

MSc in Management, Analytics
ESMT Berlin · 2016 – 2018

Bachelor of Business
University of Coimbra · 2012 – 2016

TECH SKILLS

Python · R · SQL

AI SKILLS

- Generative AI and RAG
- AI agents
- Prompt engineering
- Machine learning

LANGUAGES

- Portuguese, native
- English, fluent
- Spanish, intermediate

Latest version of this CV:
diogo.app/about