

Guilherme De Gregori Decimo

Associate Director, CoE Assurance | Amazon Ads · DSP · AMC · Walmart Ads · Retail Media

+55 54 98170 4141 · ggdecimo@gmail.com · Caxias do Sul, RS, Brazil

linkedin.com/in/guilhermedecimo · guilhermedecimo.vercel.app

PROFESSIONAL SUMMARY

Senior retail media leader driving strategy and audit assurance with 6+ years scaling Amazon Ads, DSP, and AMC operations at Quartile — grounded in a civil engineering background that shaped a systems-first, controls-driven approach to auditing complex accounts. Designed and lead a company-wide audit and assurance framework — four pillars (Mastery, Strategy, Framework, Account Health) — deployed across 500+ accounts that contributed to cutting client churn from 8% to under 4% in under 12 months. Lead a cross-channel specialist team of 5 (2 focused on Amazon, 3 on Google DTC accounts), and built two proprietary AI audit agents that sustain a 3-audit/day cadence without added headcount. Operate at the intersection of analytical rigor, campaign architecture, and executive communication.

CORE COMPETENCIES

- Amazon Ads (SP/SB/SD/DSP/AMC) · Assurance Framework Architecture · Full-Funnel Retail Media Strategy
- Incrementality & NTB Growth Measurement · AI-Powered Audit Tooling · Team Leadership & Mentorship
- Executive Reporting & Client Strategy · Walmart Connect (PPC/DSP) · Product Management (AdTech)
- Performance Analysis & TACoS Optimization · Cross-Channel Oversight (Google, DSP, Bing)

PROFESSIONAL EXPERIENCE

Associate Director, CoE Assurance *Quartile | March 2026 – Present*

- Own the CoE Assurance function across 500+ Amazon advertiser accounts — auditing strategy, structure, and execution against a four-pillar framework (Mastery, Strategy, Framework, Account Health).
- Lead a team of 5 specialists split across Amazon Ads (2) and Google DTC accounts (3) — setting methodology, reviewing outputs, and driving cross-channel quality standards.
- Built two proprietary AI audit agents (Framework review + Account Health) that power a 3-audit/day cadence, cutting manual review time and scaling quality assurance without added headcount.
- Directed the AMC and DSP strategy behind a Partner Award-nominated challenger-brand turnaround — DSP spend scaled 8.8x, total sales +45% YoY, NTB customers +62.8% YoY — with the account team executing against the plan.
- Join client calls alongside CSMs to present strategy and audit findings directly at Director level.

Senior CoE Manager *Quartile (Contract) | July 2024 – February 2026*

- Co-developed the CoE performance framework now adopted company-wide — covering campaign structure, keyword strategy, budget allocation, creative/PDP, audience & funnel, and automation.
- Directed 600+ brand audits across supplements, fashion, wellness, and automotive — averaging 3 audits/day, 4 days/week over 18+ months.
- Oversaw 150+ client accounts; drove an average 15–20% TACoS improvement across audited accounts, with select accounts achieving 10%+ QoQ performance gains.
- Mentored CSMs on strategic execution, translating audit findings into director-ready action plans.

Senior Account Manager — Walmart Ads Specialist *Quartile | March 2023 – June 2024 | Remote (New York)*

- Managed a \$5M+ Walmart Ads portfolio (US) with full-funnel strategy across PPC, DSP, and AMC.
- Held client-facing strategy responsibility across Google, DSP, and Bing alongside core Amazon/Walmart ownership, partnering with execution specialists on day-to-day campaign management.

- Built segment-specific performance playbooks from the ground up on an early-stage platform — equal parts execution and client education.
- Developed cross-channel measurement frameworks connecting Walmart Ads outcomes to broader retail media strategy.

Product Manager — Amazon & Walmart Advertising *Quartile | August 2021 – March 2023 | Remote (New York)*

- Delivered 60%+ of the Amazon and Walmart campaign management feature set still in active use at Quartile today — working directly with engineering, UX, and data teams.
- Shipped cohort-based reporting, automation workflows, and performance dashboards used across the CSM org.
- Led the initial Walmart pilot build, bringing a practitioner's perspective from Amazon into a new platform.

Account Manager / Client Success Manager — Amazon PPC *Quartile | March 2020 – August 2021 | Remote (New York)*

- Managed 50+ Amazon Ads accounts concurrently (120+ over tenure) across SP, SB, and SD, supported by a 2-person execution team — scaling ASINs through paid strategy, SEO, and review management.
- Built foundational pattern recognition in campaign structure, Share of Voice analysis, and NTB data interpretation.

EDUCATION

Advanced Diploma, Construction Management — University of Oxford | 2018–2020

MBA, Planning, Budget & Control — Faculdade Unyleya | 2016–2018

Bachelor of Civil Engineering — Universidade de Caxias do Sul | 2011–2016

LANGUAGES

Portuguese (Native) · English (Full Professional) · Spanish (Limited Working) · Italian (Elementary)