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Summary

I am dynamic, pro-active, self-taught. Can acquire knowledge very easily and efficiently, and use the acquired knowledge quickly and effectively.

I am always in pursue of personal growth and consequently professional growth as well, always putting first the company's future and my future in it.

I seek a solid and successful career in the field of Software Development and Product Management, always aiming to be the best possible professional in these areas.

Experience



Director of Product Management - New Verticals

Hurb

Sep 2022 - Present (4 months +)

- Managing and improving new products pipeline
- Managing an incredible team towards relevant product outcomes
- Managing and improving discovery & delivery processes for a range of new products
- Portfolio strategy planning and execution aligned with company long term goals
- Extending and updating company's core business to protect its future against external disruption
- Modeling and exporting a culture of continuous experimentation, learning and innovation
- Collaborating with other areas to accelerate new products' market-fit by using existing distribution pipeline

Independent Consultant

Animus Consulting

Jan 2019 - Present (4 years +)

Helping startups and small businesses to create and maintain the right scalable processes and culture of innovation, product management and engineering needed to be competitive in an ever greater digital world.



Head of Product - New Verticals

Hurb

Feb 2022 - Sep 2022 (8 months)

- Kicked-off a new business organization from scratch
- Built the vision, mission and principles to guide the organization's culture
- Built a repeatable process of experimenting and assessing new business opportunities
- Built a high-output, diverse and multidisciplinary team from ground up
- Kicked off six major new business opportunities that some of which became new important revenue streams (travel ancillaries, flights and travel "risk" mitigation products)

- Planned and executed the initial product portfolio strategy
- Collaborated with other areas to accelerate the results of newly launched MVPs

Group Product Manager

Hurb

May 2020 - Feb 2022 (1 year 10 months)

I oversee the work of 2 different tribes: CX and Payments. Which are composed of 6 different product squads: Operations, Customer Success, Revenue Optimization, Checkout, Finance and SAP. Each of them with a dedicated PM reporting to me. As their leader I help them by providing guidance towards the current company goals, sharing the necessary strategic business context so that they make the best possible decisions and coaching them so they develop as better product managers and business leaders.

Together we were able to drive great business results, here are some of the major ones:

- Built and deployed a support chatbot that was able to contain 50% of all support intents, with CSAT above 60% (which is higher than what other benchmarks show. People usually hate talk to robots, we had a different experience);
- Streamlined various post-purchase client actions (such as cancellations, re-scheduling, refunds, and more), which empowered clients to solve their own problems using their account dashboard. This automations along with the chatbot deployment decreased the need for clients to open a support ticket by more than 50%, which meant that for the first time sales growth broke correlation with CS headcount growth;
- Increased the efficiency of our travel operations platform by more than 800%, allowing us to operate much more passengers with 8x fewer operators and 8x quicker than before;
- Added new payment options such as One Click and Pix (popular brazilian debit payment system). This increased conversion rate by an average of ~3% in all products and ~10% in hotel and experiences reservations using previously saved CCs.

Marketing Director

Hurb

Oct 2019 - May 2020 (8 months)

Led a team of 60+ people through one of the of the most intense, complex and uncertain periods of the company's history.

There, I was able to implement agile processes that rendered the team more capable of prioritizing the right problems while actually solving them effectively, instead of aimlessly starting multiple projects and not finishing them.

I was also able lead the implementation of a strategy during the COVID-19 pandemic that actually resulted in expressive growth in sales (~300%), market-share and share of voice, while other companies in the same market space were struggling to survive.

Head of Product

Tilt

Jul 2018 - Oct 2019 (1 year 4 months)

Planning, managing and leading the development of the start up company from its conception to its launch and growth.



Product Manager, Technical Lead

Hurb

Aug 2017 - Oct 2019 (2 years 3 months)

Led the discovery and development of both b2b and bus ticket projects, essential parts of Hurb growth strategy. Managing both technical and product vision throughout the project lifetime.



Teacher

Faculdade Decision - Instituto Infnet

Apr 2018 - Jul 2018 (4 months)

Teaching hybrid multi-platform mobile development in the MIT in Mobile Development course. Focusing on the awesome ReactNative toolset.



Technical Lead

Tilt

Aug 2017 - Jul 2018 (1 year)

Planned & designed the whole software architecture for the back-end and front-end applications.

The applications were built with the latest technology available such as Node, Koa, Postgres, React, Redux and Webpack.

Everything was built from ground up with scalability, performance and adaptability in mind.

Also, had the responsibility of distributing knowledge and keeping code quality at high levels within my team of developers.



Technical Lead, Full Stack Javascript Developer

Daitan Group

Apr 2016 - Aug 2017 (1 year 5 months)

As a javascript specialist I've participated in big projects for a big telecom player that uses the latest technologies and aims to improve the end-user experience.

I've introduced a new front-end "starter project" that has become the de facto approach for all new React/Redux based applications.

I've also had the chance to exercise a Technical Lead role within my team, role of which gave the chance to share my knowledge with other teammates through talks, meetings, one-on-one sessions and pairings.



Teacher

Instituto Infnet

Oct 2015 - Apr 2016 (7 months)

Teaching hybrid multi-platform mobile development in the MIT in Mobile Development course. Focusing on the awesome ionic framework.



Full Stack Javascript Developer

Hurb

Jan 2014 - Apr 2016 (2 years 4 months)

As Full stack javascript developer I've participated in lots of big projects that brought lots of value to the company.

ignit.io

Co-founder & Full Stack Developer

ignit.io

Jan 2015 - Jan 2016 (1 year 1 month)

Strategic consulting of digital products and service design thinking.



Web Developer

Prefeitura de Búzios

Jan 2013 - Dec 2013 (1 year)

Development of various tools and managing systems for education institutions

Web Developer

FERLAGOS

Jan 2007 - Dec 2013 (7 years)

TI Management & software development

Education



Harvard Business School Executive Education

Authentic Leader Development, Leadership

2019 - 2019

Through a rich learning experience that includes faculty presentations, case studies, individual exercises, small group discussions, and classroom debates, I explored the qualities of leading with authenticity as well as the deeply personal core of my own leadership.

During the program, I participated in a Leadership Development Group (LDG) with six other participants. This powerful peer-based forum enabled me to discuss the personal roots of my leadership in an intimate setting. Exercises that promoted individual reflection and peer exchange has provided an opportunity for me to evolve my approach to leadership.

In addition, I was able to create my personal leadership development plan — a blueprint for continuing to grow as an authentic leader after the program ended.



Instituto Infnet

MIT in Mobile Development, Mobile Development

2013 - 2015

Development of mobile applications for all major platforms.



Estácio

Bachelor in Computer Information System, Computer Software Engineering

2007 - 2012

Development of a social network focused on education as a course project completion, project that received the highest possible grade and numerous accolades its innovation and execution.

Licenses & Certifications



Discovering Personality with Jordan B. Peterson - Accredible

b575ef76-0cda-488a-87e1-cfd1c884f86c



Blockchain Advanced - FIAP

4802a642ba8ebacf2b05ddc5c43859da



Design Thinking - FIAP

8ba46a269cdeaf665ddb3a05df46e3c9



Goal Setting: Objectives and Key Results (OKRs) - LinkedIn

Aa2YoZRO7fid3CwoW5HdahSyXnJg



Plan Effective Meetings - Google



Blockchain Specialization - Coursera

QMP9TWPnk5A7

Skills

Product Management • Scrum • Software Development • Web Development • Mobile Applications
• Web Services • Android Development • Software Engineering • iOS development • Product Development