




Group Product Manager | PM/PO/ Design Lead

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 São Paulo - SP


## Summary

As a Product Manager with more than **10 years of experience**, I had the privilege of working at market-leading companies, including iFood, Via Varejo, Cielo, UOL, RD and Olist. During my career, I took on strategic product management, applying my expertise to drive success and innovation. I participated in product management in startups and fintechs which taught me a lot about early stage startups

## Hard Skills


- Agile methodology
  - Scrum
  - Discovery
- Apps mobile
  - Rest API
  - Design Thinking
- Usability testing
  - Journeys
  - Ux research
- Test A/B
  - Metrics
  - User experience

## Work history

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Group Product Manager

— Mecanizou — 02/2023 - **Atual**

Responsible for managing 5 squads, leading pms and pds, ensuring deliveries of all internal and external products. Target audience B2B mechanics.
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Spec Product Manager

— Olist — 08/2021 - 02/2023

Responsible for leading the supply chain management squad, ensuring deliveries to buyers within free market deadlines. Target Audience SME, ecommerce merchant
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Spec Product Manager

— Droga Raia — 08/2022 - 01/2023

Responsible for the Health and Wellbeing squad, creating gamification, scoring and community interaction features between users. Target Audience B2C Health care
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Sr Product Manager

— Via — 08/2020 - 08/2021

Manage an internal product for commercial and marketing, responsible for creating coupons, discounts and promotions on the Extra, Ponto Frio and Casas Bahia marketplace. B2B and B2C target audience
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Sr Product Manager

— Cielo — 03/2020 - 08/2020

Working at LIUV, a startup from the Cielo group that provides digital solutions for restaurants, adding to Cielo's product package for SMEs Target audience B2B, Traders
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Sr Product Manager

— IFood — 02/2019 - 03/2020

Responsible for leading a squad of new products, we created and launched the iFood POS, a product aimed at restaurant managers to control their business. Target audience B2B SME
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Sr Product Manager

— Uol — 11/2016 - 02/2019

Responsible for leading one of Uol meu negocio's main products (Website Creator), organizing new features, growth actions and negotiating with suppliers. Target audience B2B, SME

## Education

- 2023

English class [B2]

London British Study Centres - Language
- 2022

UX & Design

Escola Britânica de Artes Criativas e Tecnologia - Specialization
- 2017

Product Manager - Experience

Gama Academy - Certification
- 2014

Systems Analysis

Instituto Federal de São Paulo - Graduation