

[Summary]

Extensive experience in Telecom, OEM, IT and more recently in a Health Care and Devices company working with IT. Results-driven professional with solid strategic and product as a service approach. Strong technical background in IT, Certified Scrum Product Owner, GPRD F certified and Microsoft MTA C# and SQL certified.

[Professional Experience]**Roche Diabetes Care, Spain****Rollout Project Manager** **05/2017 – 11/2017**

Made sure Austria, Brazil, and Japan were ready to be rolled out, regarding the infrastructure, comms & training, compatibility testing, userID, and SAP availability.

Was on site in the mentioned countries for the project rollout where we successfully migrated from Windows 7 to Windows 10 with new hardware and IT services such as Office 365.

Microsoft, Brazil**Product Marketing Manager** **05/2014 – 09/2016**

Launched and maintained the full portfolio of Lumia mobile phones and its accessories through roadmap strategy, F2F presentation, compete strategy, pricing and go-to-market. Also launched the Nokia X series to our market. Liaising with the whole value chain inside the company from package design to sales team.

A strong network of Telco companies and big retail clients and VoC report to the HQ to negotiate the country needs.

Samsung, Brazil**Product Marketing Manager** **01/2013 – 03/2014**

Mobile devices portfolio for the big retailers and distributors in the country managing new product introductions with market opportunity building a demand driven supply (sell-through data).

Marketing Requirements on applications for R&D and decision making regarding product positioning and advertisement campaigns.

LG Electronics, Brazil**Software Product Manager** **01/2010 – 01/2013**

Created the Contents, Applications & Services team in Brazil inside R&D Lab and the main focus was to create applications for Latin American market.

Made partnerships with local or global content providers such as Kaspersky Anti-Virus, Whatsapp, Box and Facebook to boost our sales numbers.

LG Electronics, Brazil**Product Supervisor** **07/2008 – 01/2010**

Portfolio of mobile devices for all Telco and Retailers in the country and the pre-sales portfolio presentation.

New product introduction and channel strategy.

Vivo (Telefónica branch), Brazil**Product Marketing Manager** **01/2004 – 03/2008**

Liaising with the OEMs aiming for product development and compliance with the company's launch strategy.

Technical Specification for development and purchase of mobile devices and for data services.

Okayama Industrial Technology Center, Japan**Trainee** **07/2002 – 03/2003**

Worked on research and consulting to companies at the final stage of development of their products, such as Mazda and Sanyo.

ABB (Asea Brown Boveri), Brazil**Trainee** **01/2002 – 06/2002**

Design and development of dry-type resin encapsulated power transformers ranging from 750kVA to 2MVA.

[Education & Certification]

EU General Data Protection Regulation Foundation (GDPR F) (986706) • IBITGQ **2018**

Professional Scrum Product Owner (302298) • Scrum.org **2017**

MTA: Database Fundamentals (F630-4847) • Microsoft **2016**

MTA: Software Development Fundamentals (F597-3930) • Microsoft **2016**

Master of Business Administration (MBA) • Fundação Getúlio Vargas (FGV), Brazil **2013**

Electrical Industrial Engineering Degree (B.E.) • Universidade Federal de Santa Catarina (UFSC), Brazil **2003**

[Languages]

Portuguese (native) • English (fluent) • Spanish (advanced) • Japanese (intermediate) • German (basic)

[Additional Skills]

Agile, Analytical, Applications, Attention to Detail, Business Requirements, C#, Channel Partners, Collaboration, Competitive Analysis, Cross-functional Teams, CSS, Customer Relations, Customer Segmentation, Data Driven, Delivery, Design, Distribution, Excel, Feature Definition, Forecasting Sales, Go to market, Honest, HTML, Implementation, Influencing, Innovative, Launch, Leadership, Lean, Lifecycle, Market Research, Meet Deadlines, Metrics, Mobile, Motivating, Multi-Tasking, Negotiation, Office, Partner Relationships, Passionate, Planning, PowerPoint, Pre-sales, Presentation, Pricing, Prioritizing, Problem Solving, Project Management, QA, Quantitative Skills, Requirements, Sales Operations, Scrum, Service, Smartphones, SQL, Strategy, Telecom, User Research, User Stories, UX, Value Added Services, Value Propositions, Vision, VoC, Working Independently, Written Communication.