



# Thiago Oliveira

With over 10 years of experience in the tech startup industry, I have successfully scaled various business models such as SaaS, marketplaces, logistics, fintech, and proptech, catering to both B2B and B2C clientele. Throughout my career, I have taken on diverse roles including sales, product management, and growth.

## Skills


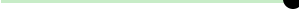

### - EXPERTISE

Growth Marketing   
Product Management   
Sales Management   
Team Management   
Startups and Scaleups   
pace and culture

### - GROWTH MARKETING

Performance Marketing   
and paid media  
SEO, Content and   
Organic demand  
generation  
CRM   
Social Media creatives   
Sales Development 

### - PRODUCT MANAGEMENT

Product Strategy and   
business alignment  
Managing GPMs and   
PMs  
Complex backlogs   
manamente  
MarTech   
Product Marketing   
PLG and Product  
Growth 

### - SALES MANAGEMENT

SME and Mid Market   
B2B Sales   
B2C Sales   
Enterprise Sales 

## Work Experience

05/2021 GOIÂNIA, GOIÁS, BRAZIL

### **Advisor Nectar**

Advisor for Product and Growth Strategies

05/2022 - 06/2023

DUBAI, EMIRADOS ÁRABES UNIDOS

### **Head of Growth Huspy**

Accountable for demand generation strategy and execution for all BUs (Mortgage and Real Estate) in all countries, mainly through paid media campaigns, SEO strategy, CRM and top of the funnel optimisation.

06/2021 - 05/2022 SÃO PAULO, BRAZIL

### **Director of Product Management Loft**

Helped create 2 growth tribes from zero to 9 squads. Responsible for the mobile app, MarTech strategy, SEO/organic initiatives and 123i portal M&A (among other minor projects).

03/2020 - 06/2021 SÃO PAULO, BRAZIL

### **Senior Manager - Growth SumUp**

Managed a 120+ people team responsible for the sales consultants program, the largest acquisition channel for SumUp Brazil in 2021. This included acquisition, communication and marketing, customer success, operations, support and business intelligence. We tripled the channel's results from 2020 to 2021 with marginal headcount increase.

08/2019 - 01/2020 SÃO PAULO AREA, BRAZIL

### **Growth Marketing Manager Loggi**

02/2018 - 08/2019

SÃO PAULO E REGIÃO, BRASIL

### **Staff Product Manager - Growth Loggi**

## Work Experience

06/2023

### **Head of Growth CAFU**

## Work Experience

08/2017 - 01/2018

SÃO PAULO, SÃO PAULO, BRAZIL

### **Product Manager CargoX**

PM in charge of internal products acting as technical leader for Product Owners.

06/2016 - 06/2017 SÃO PAULO AREA, BRAZIL

### **Head of Sales and Customer Success Runrun.it**

Responsible for bringing a data-driven and analytical mindset to our Inside Sales, Channel Sales and Customer Success departments, I have helped scaling from 6 reps to a 40+people department with 5 coordinators.

- I worked closely with C-levels setting our sales strategies, OKRs and compensation models.
- I helped the coordinators managing their teams with a KPI based mindset, ensuring we have a continuous feedback culture based on KPIs instead of subjective analysis.
- I helped coordinators and reps working on their pipelines to meet short and long term goals.
- Along with SalesOps, I needed to make sure we continuously found the bottlenecks and improved our sales process, providing analyses on individual, team and company levels.

12/2014 - 06/2016 SÃO PAULO AREA, BRAZIL

### **Product Manager Runrun.it**

Organizing and prioritizing product backlog, writing user stories and planning product roadmap based on investors', c-level's and team's interests and expectations using OKRs.

Managing the development team's daily operations aiming for a healthy, fair and productive environment.

Acted as Growth Manager, using my analytical mindset and product knowledge to help the company improve customer acquisition and retention.

02/2012 - 11/2014 SÃO PAULO AREA, BRAZIL

### **Product Manager Grupo DMC**

Management of multiple simultaneous projects/products with small agile teams. Activities included organising sprint and product backlogs, benchmarking, pricing, implementation planning, recruiting, commercial presentations to key potential clients, writing User Stories/specs,

## Work Experience

conducting training workshops for new features, planning long-term training programs for existing users, acting QA lead, building test cases and performing exploratory tests.

08/2011 - 01/2012 SÃO PAULO AREA, BRAZIL

### **Product Manager Intercâmbio Global**

Responsible for developing a new product. This includes supplier selection, pricing, marketing strategy and team training. Coordinated the company's e-Marketing and Social Media Management during that period.

## Education

09/2021 - 03/2023

### **Executive Education | Stanford LEAD Professional Certificate Stanford University Graduate School of Business**

09/2021 - 11/2021

### **MarTech Strategy: Leveraging Data and Technology in Marketing | Certificate Northwestern University**

01/2021 - 01/2021

### **Product Leadership | Program Reforge**

01/2019 - 01/2019

### **Growth - Retention + Engagement Deep Dive | Program Reforge**

01/2018 - 01/2018

### **Course, Digital MKT and Product Growth Tera**

01/2018 - 01/2018

### **Artificial Intelligence for Marketing and Growth | Course Growth Tribe**

01/2017 - 01/2017

### **Product Management | Formação Gama Academy**

01/2013 - 01/2013

### **Business Intelligence | PEC FGV - Fundação Getulio Vargas**

## Education

01/2010 - 01/2012

**Business Management | MBA**  
**BSP - Business School São Paulo**

01/2005 - 01/2008

**Tourism | Bachelor's Degree**  
**Universidade Anhembi Morumbi**

01/2005 - 01/2006

**Business Management in Tourism |**  
**Associate's Degree**  
**Universidade Anhembi Morumbi**

## Languages

English  
Portuguese  
Spanish

**Full**  
**Native**  
**Limited**

## Volunteering

01/2019 - 01/2019

**Featured Speaker**  
**Product School**

Founded in 2014, Product School is the world's first technology business school. As a featured speaker, I help inspire the next generation of Product Managers to create innovative products and apply best practices in their work.

<https://www.productschool.com/instructor/thiago-oliveira/>

01/2017

**Instructor**  
**Gama Academy**

The largest recruitment, training and connection program for the digital startups market. Gama Experience works as a selective trainee process for startups and technology companies. We select 100 professionals who are going through a complete immersion in the digital market, and, at the end of the program, the best students participate in recruitment processes for companies that recruit with Gama Academy.

01/2017 - 01/2018

**Mentor**  
**SP Stars - Programa de mentoria para startups**

SP STARS - Mentoring program for São Paulo Startups - <http://www.spstars.co/>