Bruno Falcão

Group Product Manager / Product Lead / Senior Product Manager

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🪪 Profile

Expert in digital products with a focus on customer experience, marketing and new business models; with over 6 years of product leadership, 15 years of experience in technology having worked in large companies, startups and innovation environments with software, product and business development

🎓 Education

Marketing, *Fundação Getúlio Vargas*	01/2021 – present
Sistema de informação, *Universidade Estácio de Sá*	2007 – 2010

📚 Courses

UX Research, *Awari*	07/2022 – 09/2022
Product Leadership, *Awari*	06/2022 – 07/2022
Antropologia do Consumo, *ESPM*	07/2021
Product Management, *Curso PM3*	06/2021
UX Design, *How Botcamps*	08/2020

💼 Professional Experience

Group Product Manager, *Exame (BTG Group)*   07/2021 – 05/2022
São Paulo, Brazil

- Career development of product people,
- Responsible for 3 squads:
- Squad Editorial/Content (Exame/ Exame Invest),
- Squad Payments (Subscription),
- Squad App/Mobile,

- Responsible for product roadmap,
- Improved product data with the implementation of a new Data Analitycs platform.
- Alignment with stakeholders on next steps and strategic product vision.
- Product discovery related to community creation.
- Development of partnerships with BTG Pactual Bank (Exame`s Owner).

Results:
- Better decision making with the use of the new data,
- Improvement of Exame's website with technology migration.

Group Product Manager, *NZN*   08/2020 – 07/2021
Curitiba, Brazil

- Product team leadership,
- Responsible for 4 squads (4 product managers):
- Squad editorial (Tecmundo/MegaCurioso),
- Squad acervo (Baixaki and ClickJogos),
- Nexperts (Marktplace of content producers),
- Squad devsales (Special Projects)

- Responsible for strategic product roadmap,
- Product process improvement and career progression with the Product Design Lead,
- Alignment with stakeholders on next steps and strategic product vision.

Senior Product Manager, *NZN*   03/2020 – 08/2020
                                                                                 Curitiba, Brazil

Leadership of the product gamily.co, a SaaS gamification platform for education. Product created from an internal NZN system, where the team carried out all the discovery process, experiments in events and partner companies, building the platform in node.js and launching it to the market, all in 4 months.

- Responsible for the strategic vision of the product.
- Squad leader (6 people).
- Execution of user research with Product Design, problem validation and opportunity assessment.
- Metrics tracking with the customer success person through mixpanel and metabase for decision making and process improvement.
- Paired with a Product Design, monitoring the build of the platform with the development team and creating functionality with a focus on value delivery.

Founder & Product Manager, *Triee - Empregabilidade Digital*   03/2017 – 08/2019
                                                                                 Curitiba, Brazil

Startup that prepares traditional market professional for the digital market, in the areas of sales and customer service, through a data-driven platform with an online career track, delivering intelligently for companies.

- Responsible for creating strategic product roadmap based on validated data, prioritizing technology and marketing work with stakeholder negotiation.
- Work collaboratively with team and customers to develop and prioritize product backlog
- Leading product, technology and marketing team.
- Managing projects related to the website, platform and integrations.
- Interviewing users and creating stories.
- Directly acting in the development and improvement of the platform

Startup closed in August 2019.

COO/Partner - Operations & Product, *Encontre um Nerd*   09/2016 – 01/2017
                                                                                 Curitiba, Brazil

- Product management with focus on increasing the average ticket and improving the value proposition.
- Development of the internal product, NerdDesk, to manage the marketplace operation
- Management of customer service and projects with companies.
- Responsible for managing the community of computer technicians.
- Relationship with large companies focused on innovation and startup.

Results:
- Pivot of the product from B2C to B2B taking the company out of the loss.
- Increase of the average ticket by 5x.
- Increased agility and transparency in customer service for end customers and companies.

Project Manager, *Encontre um Nerd*   10/2015 – 09/2016
                                                                                 Curitiba, Brazil

- Project management.
- Alignment with customers, service providers, and suppliers

IT Coordinator, *Junta de Missões Nacionais da CBB*   07/2014 – 10/2015

IT Quality, *BTG Pactual*   11/2013 – 07/2014

IT Technical Manager / Account Manager, *Nethelp IT Solution*   12/2011 – 11/2013

IT Support Analyst   02/2006 – 12/2011