

# Diego dos Santos

Asheville NC | diegodossantos@gmail.com | 828-318-6373 | diegodossantos.com | US citizen

Program manager focused on measurably improving business outcomes and customer experiences

## Experience

**DELL TECHNOLOGIES** | Remote

11/2017 – 06/2024

**Program Manager & Content Taxonomist, Consultant** 02/2023 – 06/2024

Launched and managed a program to standardize marketing content taxonomies across Marketing applications; represented marketing on corporate taxonomy alignment program.

- › Initially as a program manager, created program documentation, taxonomy standards tenets, standardization process, roadmap, and input KPIs and presented to marketing VP.
- › Prioritized taxonomies and applications to be standardized with content taxonomist; mapped current state and dependencies across priority taxonomies and applications.
- › Identified and influenced 20 directors from across the company to join new Governance Council and to provide resources to join working team.
- › Led engagement with working team and Governance Council members, aligning on proposed taxonomy standards and getting approval for 4 taxonomies.
- › Worked with IT and business stakeholders to deploy the 4 standardized taxonomies on the DAM and content workflow application.
- › After also taking content taxonomist duties (March 2024), designed 5 proposed taxonomy standards in collaboration with marketing stakeholders.
- › Defined requirements for a new taxonomy management application's integration with the DAM and with content workflow application.
- › Collaborated with taxonomists across the company on the corporate taxonomy alignment program structure and started drafting a proposed corporate taxonomy.

**Software Product Manager, Consultant** 03/2021 – 02/2023

Managed dell.com's inbound B2B sales live chat and async messaging, partnering with other PMs, Marketing, IT and Inside Sales to improve customer and sales outcomes.

- › Increased sales leads/site visits by 21% and business pipeline by 17% to \$102M/year by performing experiments and updates on the web and product experiences.
- › Reduced sales' manual work to create new chat leads by automating 90% of it.
- › Saved \$250k/year in vendor costs by consolidating the B2B and consumer sales chat CX.
- › Increased B2B pipeline in Mexico by 10x y/y by designing and optimizing a WhatsApp chatbot with agent handoff for sales leads.

**Software Product Manager, Sr Advisor** 11/2017 – 03/2021

Managed dell.com's inbound B2B sales live chat, partnering with Marketing, IT and Inside Sales.

- › Standardized the products metrics and reporting, with weekly KPIs and insights sent to leaders.
- › Enabled new customer experience insights by redesigning and analyzing the post-chat survey.
- › Increased sales productivity by 6% and customer satisfaction by 56% by improving the chat routing experience for customers with support and consumer sales needs.
- › Developed a strategy to consolidate the consumer and B2B chat experiences, using internal data and insights from the redesigned post-chat customer survey.

**EMC CORPORATION (acquired by Dell) |** Hopkinton MA, Santa Clara CA and remote 06/2011 – 11/2017  
**Software Product Manager, Advisor** 07/2015 – 11/2017

Product manager for Dell's tier 1 digital events' social experiences: Live content, UGC and live Q&A with execs, including CMO, increased engagement of internal and external events and traffic to .com.

**Social Media Marketer, Sr Analyst** 07/2013 – 07/2015

› Grew traffic to .com from organic social by 4x by implementing Open Graph for new and strategic pages and by training content teams on best practices.

**Social Media Marketer, Analyst** 06/2011 – 07/2013

› Increased audience by 4x and engagement by 6x by developing organic content editorial model while managing the strategy, content, and engagement of EMC's corporate social accounts.

**THE HARTFORD |** Simsbury CT

06/2010 – 04/2011

**Software Product Manager Intern**

Assisted eCommerce lead PM with the launching of The Hartford's first home insurance online RFQ, writing copy, mapping requirements, and optimizing the funnel with interviews and A/B tests.

## Education and Training

**Bachelor of Science (B.S.) Marketing** at **University of Connecticut |** Storrs CT

with Management Information Systems Concentration

4.0 GPA, *Summa Cum Laude*

**Physics & Materials Engineering** at **Federal University of Rio de Janeiro (UFRJ) |** Rio de Janeiro, Brazil

Four semesters, no degree earned

**Product Manager Certificate** at **Pragmatic Institute |** Online**Product Manager Certificate** at **Dell Technologies |** Round Rock TX

## Skills and Interests

**Professional**

AI, digital strategy, metrics and analytics, experimentation, stakeholder engagement, roadmap; basic git, HTML & CSS; fluent in English and Portuguese, conversational in Spanish

**Personal**

Personal finance, travel, healthy and ethnic foods, outdoor adventures, exercising, baking sourdough, photography, conservation, mindfulness