

## Diego dos Santos

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

### Experience

**Dell Technologies** 11/2017 – 06/2024

**Program Manager, Marketing Content Taxonomies, Consultant** | Remote 02/2023 – 06/2024

Launched and managed a program to improve an internal Gen AI, content search, and content reporting by standardizing content metadata across marketing and across Dell.

- › Influenced 20 directors across the company to join a new Governance Council.
- › Led Governance Council and working team engagements, aligning on proposed taxonomy tenets and getting approval for several taxonomies.

**Software Product Manager, Conversational Experiences, Consultant** | Remote 03/2021 – 02/2023

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

- › Increased sales leads rate by 21% and business pipeline by 17% to \$102M/year with a mix of adding AI chat bots, onboarding and app engagement stages of the apps and analyzing their data.
- › Reduced sales' manual work by automating 90% of the lead-creation process, integrating it with SFDC.
- › Increased B2B pipeline in Mexico by 10x y/y by designing and launching Dell's first WhatsApp AI chatbot with agent handoff for sales leads in the country.

**Software Product Manager, Inbound Sales Chat, Sr Advisor** | Remote 11/2017 – 03/2021

Managed dell.com's inbound B2B sales live chat, including the customer and sales agent experience, while partnering with Marketing, engineering, design and Inside Sales.

- › Standardized the product's metrics and reporting, with weekly KPIs and insights sent to leaders.
- › Uncovered new customer insights by redesigning and continually analyzing the post-chat survey.
- › Increased sales productivity by 6% and customer satisfaction by 56% using data insights by improving the onboarding experience for customers with support and consumer sales needs.

**EMC Corporation (acquired by Dell)** 06/2011 – 11/2017

**Software Product Manager, Social Web Experiences, Advisor** | Remote 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** | Santa Clara, CA 07/2013 – 07/2015

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

**Social Media Marketer, Analyst** | Hopkinton, MA 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.

### Education and Training

**Bachelor of Science (B.S.) Marketing** with MIS concentration at **University of Connecticut** | Storrs CT  
4.0 GPA, *Summa Cum Laude*

**Product Manager Certificate** at **Pragmatic Institute** | Online

### Professional Skills and Interests

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