

Diego dos Santos

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Asheville, NC
US citizen

I'm passionate about finding new opportunities, then partnering to build solutions to address them. I believe in staying close to customers, in building iteratively, and in learning from data.

Experience

Business Product Manager at **Dell Technologies** Nov 2017 – Present | Remote from NC

- › Product manager for the inbound lead gen chat and phone, focusing on owned accounts globally, partnering with IT and Inside Sales to improve customer and sales outcomes
- › Delivered phase 1 inbound chat unification for sales across all customer segments with emphasis on the commercial & enterprise customer and sales requirements
- › Promoted to Consultant in March 2021. Increased B2B pipeline in Mexico by 10x y/y, with a combination of designing and optimizing a chatbot for Dell's Mexico's website and for WhatsApp, and changing the sales team handling those conversations
- › Provided recommendation to VPs for inbound chat unification, by analyzing and gathering insights from long-term chat data
- › In November 2017, promoted to Sr Advisor. Increased agent productivity by 6%, by improving routing experience for consumers and customers with support needs
- › Enabled improved insights about the chat customer and their needs, by redesigning the survey agents answer after each chat

Social Business Marketer at **EMC Corporation** June 2011 – Nov 2017 | MA, CA, remote from NC

- › In July 2015, promoted to Advisor. Social product manager for Dell's top digital events: Dell Technologies World, Dell's internal quarterly, Dell+EMC merger, and top tier launches
- › In July 2013, promoted to Sr Analyst. Piloted use of social listening to identify B2B leads in social communities for Inside Sales to engage with, generating \$400K+ in pipeline
- › Managed the strategy, content, and engagement of EMC's corporate social accounts. Developed editorial model, increasing their audiences by 4x and engagement by 6x

eCommerce Product Intern at **The Hartford** June 2010 – Apr 2011 | CT

- › Assisted the launch of The Hartford's first home insurance web-based RFQ, replacing a mail-in process

Education and Training

Product Manager Certificate at **Pragmatic Institute** Oct 2020 | Online

Product Manager Certificate at **Dell Technologies** Nov 2019 | TX

B.S. Marketing at **University of Connecticut** May 2011 | CT

with Management Information Systems Certificate

4.0 GPA, *Summa Cum Laude*