

# DIOGENES LAERTIUS

## Senior Product Manager

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## MY EXPERIENCE

### Hurb

#### Senior Product Manager - ProdOps

Fev 2022 - Hoje    Rio de Janeiro, RJ

- Lead Product and Design Operations teams since its inception, working on its fundamentals and teams key challenges.
- Improve the product onboarding process and our internal upskilling on stakeholder to support the continue team growth.
- Support processes creation and optimization for internal alignment in the Product team.
- Implement and evolve the product team stack from analytics tools as Mixpanel, Google Analytics, Hotjar, Clarity to visualization tools (BQ, Metabase, Looker Studio) that support metrics and KPIs from all company.

### Product Operations Brazil

#### Co-Founder & Community Manager

Fev, 2019 – Hoje    Rio de Janeiro, RJ

- Community Engagement, responsible for actively engaging with community members to foster a sense of belonging and encourage participation.
- Content Strategy and Creation, responsible for developing and implementing a content strategy that aligns with the community's goals and interests.
- Relationship Building and Advocacy, build relationships with key stakeholders, industry influencers, and partners to foster collaboration and mutual support.

### Bild & Vitta

#### Lead Product Manager

Out, 2020 – Jan, 2022    Ribeirão Preto, SP

- Lead a team with four product managers into *discovery e delivery* opportunities of eight product inside construtech and real state ecosystem which impact more than eight thousand families in Brazil.
- Manage and evolve a product mindset and processes into a non-tech company from products day-o to go-to-market.
- Discovery and execute a strategy of optimization and automation of processes and products to reduce G&A and generate new market opportunities.

## EDUCATION

### M.Sc. Applied Computing

#### University of São Paulo - USP

Ribeirão Preto, SP    Jul 2016 - Dec 2018

### B.Sc. Computer Science





#### Federal University of Alagoas - UFAL

Arapiraca, AL    Jun 2012 - Jun 2016

## MY VALUES

My core value is to drive impact for users, stakeholders, and the business by understanding their needs and aligning the product strategy with them.

## OUTCOMES & AWARDS

-  **Optimization**  
Support Hub - An internal product that optimized Product team time in support by 70%.
-  **App**  
TEO - App to aid autism treatment with more than 100,000 downloads on the Play Store.
-  **Award**  
2022 - Outstanding Product Award
-  **Award**  
2020 - Outstanding Innovation Award

## SKILLS

- Product Strategy    User-Centric Mindset
- Agile Methodologies    Data Analysis
- Leadership    Technical Knowledge
- MS Clarity    Hotjar    Mixpanel
- Google Analytics 4
- Google Tag Manager    Google Optimize
- Metabase    PowerBI    SQL

## COURSES

- Product Strategy - Reforge
- Innovation Management - ESPM
- Product Leadership - Tera
- Design Thinking - ECHOS

## LANGUAGES

English    Spanish