

# FELIPE CHAVES

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San Francisco, CA / USA

## SUMMARY

Strategic Product Marketing Leader with 13+ years of experience driving go-to-market strategy, messaging, and cross-functional execution across global markets. Proven success in crafting compelling narratives, launching high-impact campaigns, and enabling sales teams with data-driven positioning and tools. Expert at transforming complex technologies into differentiated value propositions that drive adoption and enable growth.

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## PROFESSIONAL EXPERIENCE

### **HCLTech (2025 - )**

#### **Product Marketing Lead, AI & Data - HCLTech - San Clara/CA USA (Mar 2025 - )**

- Lead the global GTM strategy for HCLTech's GenAI platform, focusing on aligning positioning with the priorities of enterprise decision-makers and innovation leaders.
- Translate complex AI capabilities (e.g., model tuning, evaluation workflows, safety guardrails) into value-driven messaging to support strategic adoption conversations.
- Partner cross-functionally to develop key sales-enablement content, executive briefs, and strategic assets designed to accelerate pipeline velocity and improve win rates.

### **Consulting & Contract Experience (2023 - 2024)**

#### **Marketing Manager, Marketing Technology - Intuit, Inc. (Contract) - San Diego/CA USA (Jul 2024 - Dec 2024)**

- Spearheaded data strategy to enable personalized marketing at scale using AEP and Segment, accelerating campaign velocity.
- Streamlined onboarding of multiple data sources, enhancing integration and targeting precision.
- Enabled AI-driven insights via Databricks integration, improving audience segmentation and performance optimization.

#### **Product Marketing Manager, Enterprise Sales Enablement - Qualcomm, Inc. (Contract) - San Diego/CA USA (Jun 2023 - Jul 2024)**

- Developed GTM strategy and sales enablement content for AI-enabled compute and IoT solutions, driving enterprise engagement.
- Launched Snapdragon X series through cross-functional campaigns and product messaging alignment.
- Led multi-channel campaigns that increased product visibility and accelerated market penetration for Snapdragon AI products.

### **Meta Platforms, Inc. (fka Facebook) - (2016 - 2023)**

#### **Product Marketing Manager, WhatsApp - Menlo Park/CA USA (Jan 2019 - Jan 2023)**

- Led global campaigns across Google and Meta Ads, increasing brand preference by 20%.
- Developed go-to-market strategies with cross-functional teams, aligning messaging with market insights.
- Co-developed a predictive Marketing Mix Modeling system to improve ROI forecasting and budget allocation.
- Streamlined vendor partnerships and procurement, improving operational efficiency.

#### **Digital Marketing Manager, Facebook Connectivity - Menlo Park/CA USA (May 2018 - Dec 2018)**

- Executed digital campaigns to elevate partner engagement and product visibility.
- Led user research to influence product direction and market-fit strategy.

#### **Client Solutions Manager - São Paulo - Brazil (Jul 2016 - May 2018)**

- Directed strategic events and data-driven initiatives to boost client revenue and product adoption.
- Built a real-time revenue dashboard (SQL/Python), enhancing campaign performance tracking.
- Increased ad ROI by 25% through optimized spend strategies and improved KPI alignment.

### **Nike, Inc. - (2014 - 2016)**

#### **Digital Marketing Specialist - São Paulo/SP - Brazil (Jan 2014 - Jul 2016)**

- Led digital strategy for World Cup and Olympics, aligning marketing to business growth (30% revenue increase).
- Developed campaign frameworks that boosted traffic by 20% and improved conversion by 25%.
- Applied A/B testing and behavioral insights to optimize customer journeys across digital touchpoints.
- Reduced content production costs by 15% through data-driven process optimization.

## SKILLS

- Product Marketing (B2B, Platform, SaaS)
- GTM Strategy & Execution
- Messaging & Positioning (AI, GenAI, Responsible AI)
- Sales Enablement (pitch decks, battlecards)
- Campaign Analytics & Optimization
- Data Analysis: SQL, Databricks, Adobe Analytics
- Marketing Platforms: AEP, Segment, Braze, Marketo
- Competitive Intelligence & Market Research

## EDUCATION / CERTIFICATION

- **Business Administration & Marketing Bachelor** - Anhembi Morumbi University, São Paulo Brazil (2008-2013)
- **Business and Academic English** - University of Western Australia, Perth - Australia (2009)
- **Business Analytics, Economics for Managers, and Financial Accounting (CORE)** - Harvard Business School Online, USA (May 2020 - Jul 2020)
- **Product Management Bootcamp** - General Assembly, San Francisco - USA (2021)
- **Google Advanced Data Analytics Certificate** - Google, USA (2024)

## ACCOMPLISHMENTS

- Scaled from foundational roles in Brazil to senior leadership in the U.S., delivering \$MM-level impact through strategic GTM initiatives.
- Fluent in English, Portuguese, and Spanish, effectively navigating diverse cultural landscapes to drive operational excellence and strategic collaboration.
- Spearheaded data-driven strategies and leveraged advanced analytics and project management to achieve transformative marketing outcomes.
- Engineered compelling sales and marketing tools that directly fueled business growth and enhanced client engagement.
- Orchestrated innovative marketing campaigns across key international markets—including the US, Brazil, India, the UK, and Germany—elevating brand reputation and driving user engagement.
- Built and scaled global sales enablement content and tooling, increasing conversion rates and accelerating sales readiness across product lines.

## WORK SAMPLE

- [AI Agent - AgentToast](#) - Built a multi-agent OpenAI framework for automated news analysis and summarization, showcasing applied GenAI orchestration.
- [Advanced email marketing performance analysis](#) - Conducted an in-depth analysis of email campaign metrics using advanced data analytics to uncover actionable insights and optimize ROI.
- [Airbnb Product Fundamentals Project](#) - Developed a comprehensive academic study of Airbnb's product fundamentals, synthesizing market trends and user feedback to drive strategic recommendations.
- [Volkswagen - Brand and Marketing Strategy](#) - Crafted a strategic brand and marketing plan for Volkswagen as a personal project, leveraging market research and creative ideation to propose innovative positioning.
- [Github repositories](#) - Curated a portfolio of personal projects on GitHub that showcase technical proficiency in data analysis, coding, and innovative problem-solving.