

# Gustavo Castro – Phone Call Cheat Sheet

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## Elevator Pitch (60–90 sec)

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"Hi, I'm Gustavo Castro. I have 25 years of experience leading engineering and R&D teams to create software and hardware products. Most recently, I managed a team of 38 engineers across different products, including SaaS, AI, and IoT solutions. I work well with both technology and business. I make sure products meet market needs and that teams finish their work on time. I am excited to bring my experience to a Product Manager role and help develop and launch products successfully."

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## Key Points to Hit

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### 1. Leadership & Strategy

- Led teams up to **38 engineers** across multiple products
- Unified software platforms and improved product structure
- Managed roadmap, development, QA, and product launches

### 2. Cross-functional Experience

- Worked with **engineering, hardware, and data teams**
- Collaborated with business teams for market-driven products
- Made sure technical work matched business goals

### 3. Technical Skills

- AI, Computer Vision, IoT, SaaS, embedded systems
- Programming: C++, C#, Python, Java, Next.js
- Can explain technical issues in simple terms for product decisions

### 4. Product Lifecycle

- Managed products from **idea → prototype → launch → growth**
- Handled many products and priorities at the same time
- Made sure products met market needs and users liked them

### 5. International & Market Experience

- Worked with teams in **USA, Germany, China, India**
  - Products for **transport, agribusiness, industrial IoT, energy**
  - Know how to check market needs and competitors
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## Success Stories

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### 1. Creare Sistemas – Platform Unification

- **Situation:** When I joined Creare, the company had several software products that were separate and not connected. This made it difficult for customers to use multiple solutions and for the company to manage updates and improvements efficiently.
- **Task:** I was responsible for unifying the products into a single, cohesive platform and improving the structure to make it easier to maintain and scale.

- **Action:** I managed a team of 38 engineers across software, hardware, and data science. I led the planning, design, and implementation of platform integration, while coordinating with product owners and stakeholders to ensure the changes met customer and business needs.
- **Result:** The company now has a single SaaS platform that is easier to use and manage. This improved user experience, reduced maintenance effort, and made it easier to add new features and scale the platform for future growth.

## 2. Ponfac – No-Code Computer Vision IDE

- **Situation:** At Ponfac, our customers and internal teams faced difficulties using AI and computer vision tools. The process was too technical and slow, which limited productivity and adoption.
- **Task:** I needed to create a solution that would make AI and computer vision projects easier to develop and use, even for non-technical users.
- **Action:** I designed and developed a No-Code Integrated Development Environment (IDE). This platform integrated our proprietary SDK, OpenCV, and other AI tools into a single user-friendly interface. I coordinated the development team, defined features, and tested the system to ensure it worked correctly for different projects.
- **Result:** The IDE allowed teams to deploy projects much faster and reduced development time significantly. Customers could now create AI solutions without deep technical knowledge, increasing adoption and satisfaction.

## 3. Safety AI Cameras & Telemetry

- **Situation:** In industrial and transport sectors, clients needed reliable monitoring systems for safety and operational data. The existing solutions were not flexible or integrated with other systems.
- **Task:** I had to lead the development of a complete product solution, from the hardware cameras to software platforms for telemetry and analytics.
- **Action:** I oversaw the end-to-end product development, coordinating engineering teams to design hardware, software, and data systems. I also ensured the deployment met quality standards and customer requirements. I worked closely with customers to understand their needs and adjust features accordingly.
- **Result:** The Safety AI cameras and telemetry systems were successfully deployed, providing clients with accurate, actionable data. This improved operational safety, helped in decision-making, and strengthened the company's reputation in the industry.

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## Call Tips

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- Keep answers **short (1–2 min)**, use STAR stories
- Focus on **your experience with technology + business**
- Link your experience to **product strategy, lifecycle, and teamwork**
- Be ready for questions like:
  - “Tell me about yourself”
  - “Experience with product lifecycle?”
  - “How do you handle priorities?”
  - “Experience in technical products?”
- Smile when talking – it sounds better over the phone