

# GUSTAVO CASTRO

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## PROFESSIONAL SUMMARY

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Distinguished Senior Technical Product Leader with over 25 years of experience in building, scaling, and modernizing complex software and hardware ecosystems. Expert in leading cross-functional teams through the complete product lifecycle, from conceptualization to global launch, with a deep specialization in SaaS, AI, and IoT technologies. Proven track record in transitioning legacy architectures to cloud-native platforms, aligning technical roadmaps with strategic business objectives, and managing multi-million dollar R&D budgets. Exceptional communicator capable of bridging the gap between Architects, Developers, UX Designers, and C-level stakeholders.

## CORE COMPETENCIES

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- **Product Management:** Roadmap Design, Backlog Prioritization, Stakeholder Management, Product Discovery.
- **Technical Modernization:** Legacy to Cloud-Native Transition, SaaS Architecture, API Integration.
- **Strategic Leadership:** Budget Management, Resource Planning, Global Team Mentorship (USA, China, Germany).
- **Agile Expertise:** Driving Scrum/Kanban processes, Lean Methodology, Performance Reviews, and KPIs.
- **Specialized Technologies:** AI/Computer Vision, IoT Systems, Telemetry, Embedded Software, Smart Grid.

## PROFESSIONAL EXPERIENCE

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CREARE SISTEMAS SA | Engineering & Product Manager

Canoas, RS | 11/2023 – Present

- **Modernization Leadership:** Spearheading the strategic restructuring of the company's software portfolio, transitioning legacy systems into a modular, cloud-native SaaS infrastructure to improve scalability and UX.
- **Product Roadmap & Strategy:** Responsible for defining the product vision and roadmap for the entire software line, including Safety AI Cameras and heavy vehicle telemetry for transport and agribusiness.
- **Team Scaling:** Successfully expanded the engineering organization from 15 to 38 members within one year, fostering a culture of ownership and continuous improvement.
- **Cross-functional Coordination:** Acting as a bridge between Backend, Frontend, Hardware, and Data Science teams to ensure cohesive product integration and interoperability.
- **Product Delivery:** Managing the full SDLC using Agile methodologies, serving as the primary point of contact for stakeholders to ensure market competitiveness and customer satisfaction.

PONFAC SA | CTO / R&D Manager

Porto Alegre, RS | 10/2019 – 07/2023

- **Product Innovation:** Led the R&D team in the development of a pioneering No-Code system for computer vision, featuring a proprietary IDE that integrated OpenCV and AI solutions.
- **Architecture & Specification:** Defined software architecture for complex Visual Inspection and Robotics projects, ensuring high-performance AI processing and data accuracy.
- **Government Relations:** Coordinated high-impact innovation projects with FINEP (Brazilian Development Agency), managing budgets, timelines, and technical documentation.
- **Lifecycle Management:** Oversaw the transition of R&D prototypes into commercially viable products, managing both technical debt and feature enhancement.

ELO SISTEMAS ELETRÔNICOS SA | Software Development Manager

Porto Alegre, RS | 08/2010 – 09/2019

- **Infrastructure Product Management:** Led the Smart Grid project, focusing on the integration of network infrastructure routers and remote reading servers for large-scale energy data access.
- **Project Governance:** Managed project schedules, budgets, and physical/financial reports, ensuring adherence to strict technical specifications and quality standards.
- **Vendor & Partner Management:** Supervised outsourced development and established strategic relationships with educational institutions for fostered R&D projects.
- **Technical Specification:** Defined protocols and software architecture for Smart Grid solutions in Brazil, overseeing pilot batch production and field testing.

ALTUS SA | R&D Manager

Sao Leopoldo, RS | 08/1999 – 07/2010

- **Strategic R&D Leadership:** Managed a project team of 25+ people focused on industrial automation, high-performance systems, and fault-tolerant architectures for oil platforms.
- **Global Supply Chain:** Negotiated with international suppliers in India, China, and Germany, managing the technical specification of components and raw materials.
- **Feasibility & Budgeting:** Conducted product feasibility analysis and managed the end-to-end lifecycle of programmable controllers (hardware, software, and testing).

## EDUCATION

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- **MBA in Management of Technology-Based Companies** | UNISINOS, Brazil
- **Bachelor's in Computer Science** | UNIVALI, Brazil

## TECHNICAL SKILLS & LANGUAGES

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- **Methodologies:** Agile, Scrum, Kanban, Lean, Waterfall, Product Discovery.
- **Tools:** Jira, Power BI, SQL, Git, Microsoft Project, Office 365.
- **Technical:** Python, C++, C#, Machine Learning, Computer Vision, IoT (MQTT/TCP-IP), SaaS.
- **Languages:** English (Professional Proficiency), Portuguese (Native).

## INTERNATIONAL EXPERIENCE

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- **USA (2015):** Integration testing for remote energy management systems.
- **Germany (2008-2009):** Hannover Fair and technical training on automation technologies.
- **China/India (2008-2009):** Supplier auditing and technical specification meetings for global partnerships.