

Leonardo Menezes de Souza

Strategy | Innovation | Product Management

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SUMMARY

Product Executive with 15+ years of experience leading global consumer products, digital platforms, and innovation ecosystems across financial services, healthcare, and telecom. Proven ability to scale products internationally, integrate user research into product strategy, and deliver localized features and go-to-market strategies for LATAM and global audiences. Skilled in cross-functional leadership, product storytelling, and data-driven decision making.

Core competencies: B2C Product Strategy | Digital Marketplace Growth | Cross-functional Leadership | Consumer User Research | Product Storytelling & Go-to-Market | Product Localization for LATAM | Data-driven Product Decisions | Experience collaborating with Engineering, Design, Marketing, Policy, and Operations Teams.

EXPERIENCE

Advisor (CAGE / Executive Office)

07/2024 – Present

RS State, Brazil

Secretaria da Fazenda do RS



State Treasury of Rio Grande do Sul, responsible for fiscal management and tax administration.

- Led the PMO for the Profisco II Program in partnership with the Inter-American Development Bank (IDB).
- Designed and implemented value-based management frameworks, OKRs, and governance processes.
- Developed and launched an executive PMO Portal featuring real-time dashboards and knowledge base.
- Mentored government teams in portfolio management, standardizing practices (~\$1.4M in efficiency gains through process optimization and reduced project overruns).
- Key Impact: Modernizing fiscal management and strengthening governance practices at state level.

Strategy Advisor / Group Product Manager

05/2021 - 02/2024

Porto Alegre, Brazil

Unimed



Largest healthcare cooperative in Southern Brazil (695k members; \$3.2B revenue).

- Reported to CEO/Board, advising on strategy and market positioning.
- Designed and implemented corporate OKR & KPI frameworks.
- Launched 4 new consumer-facing products, scaling adoption and building new B2C and B2B2C ecosystems. Directly shaped product narratives and go-to-market positioning with measurable financial impact.
- Increased EBITDA by 22% (~\$70.4M impact), improved NPS by 6%, reduced app churn by 15% (~\$45M savings).
- Key Impact: Boosted financial performance and customer satisfaction, positioning Unimed Porto Alegre as an industry innovator.

Product Strategist

05/2018 - 05/2021

Brazil

Sicredi



Brazil's first cooperative financial institution (6.4M+ members, \$263B assets).

- Defined product strategy and lifecycle management (discovery → delivery).
- Led 15+ product releases for Woop Digital Bank, combining UX research and agile delivery;
- Boosted app adoption by 25% (~\$50M revenue), while co-creating product messaging and market positioning for a young, digital-first audience.
- Contributed as board advisor in transformation planning and change management.
- Evaluator in Inovar Juntos Innovation Program (PUC).
- Key Impact: Expanded Sicredi's digital portfolio while strengthening product management maturity.

PMO Manager & Agile Leader

05/2015 - 05/2018

Global

HSBC & Bradesco



One of the world's largest banks (60+ countries, \$2.9T assets) / Brazil's largest private bank (\$1.7T assets; 36M+ clients).

- Directed PMO for Banquo Program, HSBC → Bradesco migration; transitioned (\$3B migration) accounts with 0 data loss.
- Ensured seamless migration with FATCA compliance and client retention;
- Increased private banking portfolio by 30%.
- Co-led the launch of Next Digital Bank, defining product roadmap and regional go-to-market strategies for mobile-first users.
- Delivered +20% faster service times and scaled adoption in a highly competitive fintech market. Partnered with design and engineering to deliver localized features (KYC, biometric onboarding, antifraud).
- Co-founded Agile Community @ InovaBra, scaling Agile across 2k+ professionals.
- Key Impact: Delivered strategic digital transformation and embedded agile culture in a top-tier bank.

Program & PMO Manager

10/2009 - 04/2015

Latin America

Huawei



Global ICT leader (170+ countries; \$90B+ revenue).

- Led PMO War Room; mentored 30+ PMs, managed 20+ subcontracted teams.
- Delivered turnkey telecom programs for major operators (Vivo, Claro, Oi, TIM).
- Reduced SLA from 382 to 62 days by implementing a proprietary TO-BE process model, adopted globally (~\$120M in efficiency gains).
- Managed Brazil's first 4G station (2012) and FIFA World Cup 2014 telecom rollout.
- Key Impact: Awarded as Global Excellent PM (2012, 2013 and 2014) for operational efficiency at scale.

EDUCATION

MSc, Business Management (Innovation & Sustainability) - Unisinos, 2022

Postgraduate, Cooperative Financial Institutions Management - Escoop, 2021

MBA, Digital Product Leadership - TERA, 2019

MBA, Project Management - FGV, 2012

BSc, Business Administration - Unicruz, 2009

TRAINING / COURSES

AI Agent Manager Program - NoCodeStartup, 2025

Next frontier – AI & Data - JoinIA, 2023

Innovating in Healthcare - Harvard School of Public Health, 2023

Product Management - PM3, 2021

Product Discovery - PM3, 2021

Future-oriented teams - Aerolito, 2020

LANGUAGES

English: Fluent

Portuguese: Native

Chinese: Beginner

CERTIFICATIONS

CPA-10 | CPA-20 | PMP® | CSM® | SFC® | PMO-CP® | CAC® | SAFe SSM® | VMP®