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| Lúcia Reis   |  |  |  | | --- | --- | --- | | Senior Product Manager | Roomolenstraat 2A, Amsterdam, 1015AN, Netherlands | +31636334869 | | |
| Details Roomolenstraat 2A, Amsterdam, 1015AN, Netherlands  +31636334869  [reis.lucia@gmail.com](mailto:reis.lucia@gmail.com) Place of birth Brazil Nationality Portuguese/Brazilian Links [LinkedIn](https://www.linkedin.com/in/luciareis/)  [GitHub](https://github.com/larevolucia)  [Portfolio](https://luciareis.dev/) Skills Product Management  Experimentation  Product Improvement  Agile Methodologies  Creative Problem Solving  Front-end Development  Analytical Thinking  Cross-functional teams Languages  |  |  | | --- | --- | | Portuguese | | |  |  |  |  |  | | --- | --- | | English | | |  |  |  |  |  | | --- | --- | | Spanish; Castilian | | |  |  |  |  |  | | --- | --- | | Dutch; Flemish | | |  |  |  |  |  | | --- | --- | | German | | |  |  |  Hobbies yoga, watercolor, literature, traveling, cooking | |  |  |  |  | | --- | --- | --- | --- | |  | | Profile | | |  | Sr Product Manager experienced with various digital products, including content management systems, metadata and rights management, mobile gaming apps, video-on-demand, and e-learning platforms. I'm driven by curiosity and a dangerous taste for experimenting. Most of all, a gamer, a geek, a bookworm, a crime series addict, and an innovation enthusiast. | |  |  |  |  |  | | --- | --- | --- | --- | |  | | Employment History | | |  | Senior Product Manager at SkyShowtime, Amsterdam December 2022 — Present   * Led the product experience insights team, utilizing qualitative and quantitative data for continuous discovery to align business opportunities with customer needs. * Defined UX research strategy for feature development validation and release impact, guaranteeing optimization of limited resources. * Introduced agile practices and cross-functional continuous discovery, aligning business goals through a customer focus across the organization. * Championed a shift from delivery to customer value mindset, enhancing prioritization and visibility of release impact through data-driven approaches. * Eliminated 9% of empty search use cases, reducing the customer exit from service by 5% in Q1-24.  Product Manager at Liberty Global, Schiphol-Rijk August 2019 — August 2022   * Led the content operation system roadmap for Video on Demand and Replay/Linear platforms across STB, web, mobile, and TV apps, encompassing metadata management, search, and recommendations APIs. * Managed the end-to-end process from conceptualization to launch of a new architecture and CMS tool in 18 months, resulting in a 100% increase in team productivity. * Oversaw the program management of technical integration and automation processes for content supply chain, including onboarding content suppliers in 8 countries within six months. * Headed the Copywriting & Translations product and process, leading to a 15% reduction in Localization incidents.  Release Manager at Spil Games, Hilversum July 2018 — June 2019   * Led development of web release management tool with automation and SEO/marketing version history, resulting in 20% reduction in release issues and faster in-app release process * Provided guidance as product advisor for narrative game, collaborating with writers and game design team progressively improving conversion and retention.  International Content Operations Manager at Bookchoice, London/Amsterdam August 2016 — July 2018   * Led product strategy for content analytics enabling content acquisition teams to make data-driven decision on new licensing deals. * Led redesign for web customer library, mobile e-book reader, and audiobook player reducing user friction and customer service tickets. * Provided training and support to Content Operations team members.  Head of Digital at Rocco, Rio de Janeiro October 2012 — June 2016 Digital Production Assistant at Zahar, Rio de Janeiro July 2011 — September 2012 | |  |  |  |  |  | | --- | --- | --- | --- | |  | | Education | | |  | Master of Business Administration - MBA Digital Marketing & Design, Escola Superior de Propaganda e Marketing, Rio de Janeiro 2015 — 2016 Bachelor's degree Portuguese Language and Literature, Universidade Federal Fluminense, Niterói 2007 — 2012 | |  |  |  |  |  | | --- | --- | --- | --- | |  | | Courses | | |  | Junior Developer, SheCodes.io July 2024 Professional Scrum Product Owner I, Scrum.org December 2020 Scrum & Agile, KnowledgeHut January 2017 Project Management PMBOK, FGV Online January 2014 | |  |  |  |  |  | | --- | --- | --- | --- | |  | | Projects | | |  | Colofão, Brazil 2014 — 2016  Digital Publishing Forum Founder and Columnist Revista Capitolina , Brazil May 2015 — April 2016  Tech & Games columnist and Social Media Manager | | |