

Luis Felipe Pellegrini Meloni
Untere Au 43, 76646 Bruchsal
felipemeloni@hotmail.com
Phone: +49 1573 4367141

To Andela
Munich, Bavaria, Germany

Bruchsal, 15/10/2024

Cover Letter - Product Owner

Dear Mersida Crneta,

Why I Do What I Do

Throughout my career, I have continuously sought to blend technology, AI, and operations to drive meaningful change by enhancing processes, empowering teams, and accelerating business growth. I am particularly passionate about the role automation and AI play in fostering efficient, scalable, and sustainable business practices. This passion is informed by my practical experience across various industries, from fintech at iFood to AI-driven initiatives in my current projects, where I have witnessed the transformative power of optimizing systems with innovative technologies. My motivation is rooted in my desire to help organizations unlock their full potential through automation and intelligent process integration. This aspiration drives me to pursue the key responsibility of managing product pipelines as a Product Owner, where I can collaborate with cross-functional teams and facilitate long-term growth.

How I Deliver Impact

I offer a unique blend of strategic foresight, technical expertise, and a proven track record of achieving business outcomes through AI and process optimization. For instance, at iFood, I led the development of a 100 million Euros credit portfolio by implementing data-driven growth strategies, streamlining workflows, and introducing automation tools like Salesforce to enhance sales processes. This experience taught me how AI and automation can substantially improve operational efficiency, drive revenue growth, and enhance customer experiences.

Additionally, my MBA thesis, "Analysis of Restaurant Behavior on Delivery Platforms for Financial Products," provided critical insights into data analytics and behavioral patterns, directly contributing to iFood's sales growth. My ability to analyze complex datasets and translate findings into actionable strategies has been a cornerstone of my work. Currently, as a freelance AI agent developer, I am advancing my expertise in AI-driven automation through personal projects that integrate OpenAI's API to automate routine tasks. I approach each challenge with a combination of leadership experience and technical

product management skills, consistently aligning technology with business objectives to drive innovation.

What I Offer

I am excited about the opportunity to bring my passion for automation, operational leadership, and extensive experience in AI integration to Andela. With a background that encompasses fintech, process optimization, and AI development, I possess the depth and versatility necessary to address the current challenges in product management while fulfilling core responsibilities. My ability to manage product pipelines and utilize Agile methodologies makes me confident in my capacity to contribute to the impactful role of delivering successful projects/products at Andela.

I am eager to discuss how my experience, particularly in oil and energy product management, aligns with your organization's goals and vision for the future.

Thank you for considering my application. I look forward to the opportunity to contribute to your team's success.

Best regards,

Luis Felipe Pellegrini Meloni