

# Misael Neto

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## Summary

Product leader with 15+ years of experience building and scaling enterprise SaaS platforms. Proven track record in driving product strategy and GTM execution, including a pricing and packaging redesign that increased profit **by 13% in 2025**. Delivered AI products with strong adoption and a **CSAT of 4.1/5 in 2025**. Skilled in leading and mentoring product managers, influencing executive decision-making, and combining deep technical expertise with strategic vision to align products with market opportunities.

## Experience

**Lead Product Manager** at Liferay - Jan 2024 - Present

**Sr. Product Manager** at Liferay - Sep 2021 - Jan 2024 (2 years 5 months)

**Sr. Product Manager** at Grupo JCPM - Jul 2019 - Aug 2021 (2 years 2 months)

**Co-founder and CPO** at XARX - Jan 2015 - Jun 2019 (4 years 6 months)

**Engineering Lead** at SODET - Feb 2010 - Dec 2014 (4 years 11 months)

### Lead Product Manager at Liferay (Jan 2024 - Present)

- Manage and mentor 6 PMs / 9 squads across BPM, Search, Site Management, Analytics, and Cloud.
- Co-led pricing & packaging redesign (CPQ-based, modular SKUs; sunsetted Legacy product) leading to a +13% profit (2025).
- Launched AI Agent Studio (MCP) + AI Task Builder; closed beta 2025 Q3 with 15 customer projects; CSAT 4.1/5; targeted at 30%time-to-value increase.
- Co-led GTM partnerships/integrations with Elastic, Camunda, Fastly → influenced 12 close-won deals (2025) and expanded marketplace/ecosystem reach.
- Introduced agentic-AI discovery practices (AgentSpace, Replit) to accelerate prototyping and validation across the org.

### Sr. Product Manager at Liferay (Sep 2021 - Dec 2024)

- Led 4 PMs / 6 squads across Cloud, Search, Site management, and Analytics; scaled Liferay Cloud as the foundation for SaaS and PaaS.
- Established a data-driven product culture (Pendo, Mixpanel): discovery cycle time -47%; new-feature adoption +34%.
- Launched Liferay's SaaS offering which became the primary go-to; SaaS adoption +11% YoY vs PaaS/self-hosted.

### Sr. Product Manager at Grupo JCPM (Jul 2019 - Aug 2021)

- Directed development of a white-label e-commerce/marketplace/WMS platform tailored for Brazil's largest malls and last mile delivery.
- Rolled out to 11 malls in 5 cities, supporting 800+ sellers and 90k+ products, including 11 mobile ecommerce web mobile apps (iOS & Android) in 2019.
- Payments & risk KPIs: 89% approval rate, 0.9% chargeback; 4-5% false positives, 0.2% false negatives.
- Finance ops: automated daily reconciliation across PSP/acquirer (Braspag), escrow, and ERP streamlining month-end close.
- Managed the WMS, fulfillment and platform teams product teams 3 PMs / 4 squads.

## **Co-founder and CPO at XARX (Jan 2015 - Jun 2019)**

- Founded and scaled a B2B2C mobile-first CMS and ecommerce SaaS platform to 20 SMB paid and over 200 free tier/trial customers; 2.2M monthly active users.
- Led product and engineering teams (30+ people), building product vision and delivery discipline.
- Negotiated acquisition of XARX by Grupo JCPM; integrated the product into its digital division to support new e-commerce business.

## **Education**

**M.Sc.** Computer Software Engineering, **Universidade Federal de Pernambuco (2014–2016)**

**B.Sc.** Computer Science, **Universidade Católica de Pernambuco (2008–2012)**

**B.Sc.** Economics, **Universidade Federal de Pernambuco (2008–2011)**

## **Licenses & Certifications**

- Product Leadership, Product Growth, Product Marketing, Product Analytics – **Cursos PM3**
- Product-led Certification – **Pendo.io**

## **Skills**

**Leadership & Strategy:** Product strategy • go-to-market • pricing strategy • AI innovation • product analytics • team leadership • budget management

**Technical & Tools:** Replit • AgentSpace • Pendo • Mixpanel • Tableau • Looker • Google Analytics • Salesforce • HubSpot • Hotjar • Figma • SQL • NoSQL • AWS • Azure • GCP