

Paulo Machado - Senior Product Manager

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Professional Summary

Product Manager with 7+ years of experience leading global, cross-functional teams in delivering scalable digital products. Combines strong software engineering background with data-driven product discovery to drive product strategy from conception to launch. Proven track record of improving key metrics (activation, retention, delivery efficiency) through user-focused solutions and agile execution. Currently contributing to enterprise-scale products at Oracle as a Senior Functional Architect / Product Manager.

Core Competencies

Product Strategy & Execution: Product Vision & Strategy | Roadmapping | OKR/KPI Development | PRD Creation | Market Research | Competitive Analysis

Product Discovery & Validation: User Interviews | Prototyping | A/B Testing | Data-Driven Decision-Making | Product Analytics

Technical Leadership: API Design | System Integration | Technical Feasibility Assessment | Agile Methodologies (SCRUM, SAFe, Kanban)

Data & Analytics: SQL (Advanced) | Python | Data Visualization (Power BI) | Product Analytics (Amplitude) | Metrics Definition

Tools & Technologies: JIRA | Confluence | Azure DevOps | Amplitude | Google Analytics | Oracle | SQL Server | PostgreSQL

Professional Experience

Senior Functional Architect / Product Manager | Oracle | Remote

November 2024 – Present

- Managed fiscal product for 12+ countries, translating complex regulatory requirements into technical specifications and development plans.
- Led agile ceremonies and roadmap planning for multinational fiscal compliance products, optimizing backlog prioritization across engineering teams.
- Implemented AI-driven process automation to streamline requirement translation, reducing specification development time by 30%.
- Managed release control, product versioning, technical and functional documentation.

Product Manager | Mentoro | Remote

September 2023 – October 2024

- Redesigned user onboarding experience, reducing account creation time by **45%** and increasing user activation rates by **36%**.
- Overhauled subscription cancellation flow and implemented retention strategies, reducing churn rate by **28%** within 6 months.
- Established comprehensive product analytics framework using Amplitude, tracking 50+ user events to identify key behavioral patterns.
- Managed cross-functional teams to deliver feature specifications and prototypes, aligning product development with strategic business objectives.

Senior Product Manager | Dell Computers | Remote

November 2019 – September 2023

- Led 5+ cross-functional teams (40+ members) in UI/UX revamp of 9+ R&D products, delivering **85%+ of features on schedule**.
- Integrated AI models and advanced data visualization into internal products, improving decision-making efficiency by 40%.
- Established and tracked OKR/KPI frameworks across multiple product lines, enabling data-driven prioritization and resource allocation.
- Conducted extensive product discovery through benchmarking, user interviews (100+ sessions), and prototyping.
- Optimized backlog management in JIRA/Azure TFS, improving sprint planning efficiency by 35% and team velocity by 20%.

System Analyst | Polibrás Software | Fortaleza, CE

November 2017 – August 2021

- Translated business requirements into technical specifications for B2B web/mobile applications, reducing development rework by 45%.
- Diagnosed and resolved critical system integration failures through log analysis (shell scripts) and database optimization (Oracle, SQL Server).
- Implemented automated testing procedures using PL/SQL and stored procedures, reducing critical system failures by 60%.

Education

Master's in Computer Science and Software Engineering | Universidade Estadual do Ceará | *Expected 2026*

MBA, Project Management | Universidade Estadual do Ceará | *Expected 2026*

MBA, Business Intelligence and Big Data | Universidade de Fortaleza | *2021*

Bachelor's Degree, Computer Engineering | Universidade Federal do Ceará | *2019*

Certifications

- Advanced Certified Scrum Product Owner (A-CSPO) | Scrum Alliance
 - Certified Scrum Product Owner (CSPO) | Scrum Alliance
 - Certified Scrum Master (CSM) | Scrum Alliance
 - Product Management Certification | PM3 Cursos
 - Google Analytics Certification | Google
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Languages

- Portuguese: Native
 - English: C1 Advanced (Professional proficiency)
 - Spanish: B1 Intermediate
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Technical Skills

Programming: Python, Java, Shell Script, PL/SQL

Databases: Oracle, SQL Server, MySQL, PostgreSQL

Product Tools: JIRA, Confluence, Azure DevOps, Amplitude, Power BI, Google Analytics

Methodologies: SCRUM, SAFe, XP, Kanban, Design Thinking