

Paulo Machado

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Summary

Product Manager with over 7 years of experience in product strategy, development, and launch, specializing in aligning technical solutions with business objectives. Proven ability to guide cross-functional teams, enhance product delivery, and drive measurable results in B2C and B2B environments. Adept at leveraging data analytics for informed decision-making and continuous product optimization.

Skills

- **Product Management:** Product Vision & Strategy, Roadmap Development, Product Discovery, User Stories, PRD, Backlog Management (JIRA, Azure TFS), OKRs, KPIs, A/B Testing, Market Research, Competitive Analysis, User Interview, Prototyping.
- **Agile Methodologies:** SCRUM, SAFe, XP, Kanban.
- **Data & Analytics:** Amplitude, Power BI, SQL (query optimization, database modeling), Data Mining, Metrics Extraction, Data Visualization.
- **Programming & Tools:** Python, Java (API modeling, implementation, test automation), Shell Script, PL/SQL, Oracle, SQL Server, PostgreSQL, Notion.

Professional Experience

Senior Functional Architect | Oracle | Remote November 2024 – Present

- Collaborated with engineering and quality teams to **map complex requirements** and **validate solutions** with stakeholders, ensuring robust system functionality.
- **Translated business requirements** into detailed development specifications, achieving alignment with functional goals and automating processes using Artificial Intelligence tools.
- **Guided development teams** to improve project delivery efficiency and quality through clear communication and process optimization.
- **Led agile ceremonies** and managed backlog and roadmap for fiscal products of over 12 countries.
- **Optimized system integration** across modules, enhancing seamless interaction and reducing potential system conflicts.

Product Manager | Mentoro | Remote | September 2023 – October 2024

- Led the **redesign of user onboarding**, resulting in a **45% reduction in account creation time** and a **36% increase in user activation rates**.
- **Overhauled subscription cancellation flow**, improving user experience and implementing **retention strategies** that reduced **churn rates**.
- **Managed cross-functional teams** to define feature specifications and create prototypes, ensuring product alignment with strategic objectives.
- **Developed and maintained PRD and roadmaps**, aligning with long-term product vision and strategic goals.
- **Utilized Amplitude for data analysis**, identifying key user behaviors and optimizing product performance, leading to measurable improvements in engagement metrics.

Product Manager | Dell Computers | Remote | November 2019 - September 2023

- **Identified, collected, and analyzed requirements** for internal products, integrating **new technologies** (AI models, data visualization) to enhance capabilities.
- Led cross-functional teams in revamping the user interface and user experience of over nine research and development products, which resulted in the delivery of over 85% of the features on time.
- **Defined product vision, strategy, and roadmap**, guiding development and ensuring alignment with business priorities.
- **Consolidated OKRs and KPIs** to track success metrics and monitor delivery progress, ensuring accountability and data-driven decision-making.
- **Conducted comprehensive product discovery** through benchmarking, research, prototyping, and user interviews, identifying critical user needs and business opportunities.

- **Managed product backlog** in JIRA/Azure TFS, optimizing sprint planning and maximizing team efficiency and user satisfaction.

System Analyst | Polibrás Software | Fortaleza, CE | November 2017 - August 2021

- **Gathered and analyzed user requirements**, evaluating technical feasibility and translating business rules into system specifications for B2B web and mobile applications.
- **Identified and resolved communication failures** between servers by analyzing shell script logs and consulting database information (Oracle, SQL Server, PostgreSQL), reducing system downtime.
- **Planned and executed system tests**, fixing critical system failures using shell script, PL/SQL, and stored procedures, ensuring system stability and performance.

Education

- **Master's in Science, Computer Science and Software Engineering**, 2025 | Universidade Estadual do Ceará
- **MBA: Project Management**, 2026 | Universidade Estadual do Ceará Fortaleza
- **MBA: Business Intelligence and Big Data**, 2021 | Universidade de Fortaleza Fortaleza
- **Bachelor's Degree: Computer Engineer**, 2019 | Universidade Federal do Ceará Fortaleza

Certifications

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

Languages

- Portuguese: Native Language
- English: C1 Advanced Level
- Spanish: B1 Upper Intermediate