

Rodrigo Lopes, currently based in Berlin, DE.

rodrigolopes.eu | contact@rodrigolopes.eu | linkedin.com/in/rodecalo | +49 0172 5626057

Summary

- AI Product Manager with 9+ years delivering measurable impact across enterprise AI product validation, e-commerce growth, and B2B platform integrations. Led AI application development from conception through customer-facing deployment, defining success metrics and coordinating cross-functional engineering teams. Proven ability to translate complex AI/ML capabilities into user-centric applications that drive adoption through experimentation and data-driven decision-making.

Experience

World Food Programme, Senior Product Manager Mar 2024 – Dec 2025, Munich

- Led end-to-end product lifecycle for an AI-powered voice agent serving 5,000+ users in Tanzania, conducting customer research to define success metrics (adoption, retention, decision quality) and coordinating cross-functional teams across field operations and partner engineers. Demonstrated 60% cost efficiency potential vs. human-led outreach, informing scalability assessment for enterprise AI delivery model.
- Established analytics framework to measure user adoption and AI interface usability. Presented outcomes to Innovation Accelerator leadership, translating pilot learnings into strategic recommendations for scaling AI products across 20+ country programs.
- Contributed to internal experimentation platform enabling non-technical staff to evaluate generative AI and ML use cases — including prediction, simulation, and anomaly detection — across humanitarian operations. Supported product roadmap prioritization, use case validation, and governance framework development for responsible AI adoption.

Forvia Hella, Senior Product Manager Jul 2022 – Jan 2024, Berlin

- Managed product roadmap for HELLA B2B e-commerce platform (60,000+ workshops), coordinating cross-functional teams across engineering, data, and commercial to integrate Faurecia product portfolio within 12-month timeline as part of FORVIA's €400M post-merger synergy program. Enabled €12M+ Year 1 cross-sell revenue through unified catalog and improved product discoverability.
- Redesigned checkout flow and implemented Userlane digital adoption tools to improve B2B user experience. Reduced order completion time by 35%, increased self-service adoption by 40%, and improved NPS by 22 points through streamlined UI/UX and data-driven optimization.

Accenture Brasil, Senior Product Manager Feb 2020 – Apr 2022, São Paulo, Brazil

E-Commerce Growth & LatAm Expansion (Client: Natura & Co): Embedded as product manager for Brazil e-commerce optimization, then regional rollout.

- Managed end-to-end checkout flow redesign (cart → payment → order confirmation), partnering with engineering, UX, and data analytics teams through agile sprint cycles. Increased conversion rate by 45% and reduced cart abandonment by 15% through iterative A/B testing, SQL-driven funnel analysis, and UX optimization.
- Managed 4-country LatAm rollout (Argentina, Colombia, Chile, Mexico) within 6-month timeline, coordinating country-specific teams on shared platform roadmap. Achieved 90%+ feature parity and reduced time-to-market by 35% through scalable, extensible architecture and standardized playbooks, enabling 40%+ addressable market expansion.

C&A Brasil, Product Manager → Senior Product Manager Mar 2018 – Jan 2020, São Paulo, Brazil

- Led funnel analysis using Google Analytics, SQL, and heatmaps to drive data-driven experimentation. Increased conversion rate by 28% and reduced cart abandonment by 18% through mobile-optimized redesign, payment expansion, and iterative A/B testing.
- Promoted to Senior PM after 18 months, assuming ownership of Checkout & Payments vertical. Supported CRM integration and WhatsApp Business API pilot, expanding scope from checkout optimization to full customer journey.

Certifications

- 2021 – Certified Scrum Product Owner®[®], Scrum Alliance
- 2020 – Enterprise Design Thinking: Team Essentials for AI, IBM
- 2020 – Design Sprint Masterclass, AJ&Smart

Languages

- Portuguese (Native) — English (C2) — Spanish (C1) — German (B2)

Education

- 2016 – Bachelor's Degree, Business Administration and Management, USP – Universidade de São Paulo

Technical Proficiency

- **AI/ML:** AI Product Validation, ML Use Case Evaluation, Generative AI, Experimentation Platforms, LangChain
- **Analytics:** SQL, Python (prototyping), A/B Testing, GA4, Mixpanel, Power BI, Tableau
- **Product:** Continuous Discovery, Customer Research, Experimentation, Roadmap Prioritization, OKRs
- **Tools:** Jira, Linear, Figma, Productboard, Notion, Retool, Claude Code (rapid prototyping)
- **Technical Context:** APIs, ML/AI Products, Data Platforms, Mobile, Cloud