Rodrigo Lopes, currently based in Berlin, DE.

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Summary

- Senior Product Manager with 9+ years delivering measurable impact across e-commerce growth, B2B platform integrations, and AI product validation. Proven ability to navigate complex stakeholder environments (post-merger organizations, innovation accelerators, consulting engagements) and drive outcomes through experimentation and cross-functional leadership.

Experience

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

- Managed validation of generative AI voice agent for low-literacy farmers in Tanzania, defining success metrics (adoption, retention, decision quality) and coordinating cross-functional teams across WFP field operations and partner engineers. Informed strategic assessment of AI delivery model scalability, demonstrating 60% cost efficiency potential vs. human-led outreach.
- Established analytics framework to measure user adoption and AI interface usability. Presented outcomes to Innovation Accelerator leadership, translating pilot learnings into recommendations for WFP's AI product investment strategy across 20+ country programs.
- Contributed to internal experimentation platform enabling non-technical staff to test generative AI and ML use cases across humanitarian operations. Supported product roadmap prioritization, use case validation, and governance framework development, helping WFP navigate responsible AI adoption while accelerating innovation.

FORVIA HELLA, Senior Product Manager   Jul 2022 – Jan 2024, Berlin

- Managed product roadmap for HELLA B2B e-commerce (60,000+ workshops), coordinating cross-functional teams across engineering, data, and commercial teams 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 order experience. Reduced order completion time by 35%, increased self-service adoption by 40%, and improved NPS by 22 points through streamlined product catalog navigation and multi-item cart 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 and UX optimization, implementing simplified checkout flows, Google Maps API address autocomplete, and expanded payment methods. Improved customer satisfaction by 16 points through mobile-optimized experience and streamlined multi-item ordering.
- Managed 4-country LatAm rollout (Argentina, Colombia, Chile, Mexico) within 6-month timeline, coordinating country-specific teams on shared platform roadmap and prioritizing localization requirements (payments, language, regulatory compliance). Achieved 90%+ feature parity and reduced time-to-market for subsequent launches by 35% through standardized playbooks, enabling 40%+ addressable market expansion.

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

- Joined as PM focused on e-commerce checkout optimization for C&A Brasil. Led funnel analysis using Google Analytics and heatmaps, coordinated with engineering and UX teams through agile sprints, and increased conversion rate by 28% and reduced cart abandonment by 18% through mobile-optimized redesign, payment expansion, and data-driven experimentation.
- Promoted to Senior PM after 18 months, assuming ownership of Checkout & Payments vertical. Supported Salesforce Marketing Cloud CRM integration and WhatsApp Business API pilot for order notifications and customer service, expanding scope from checkout optimization to full customer journey.

Mollis, Founder — 2016 – 2017, São Paulo, Brazil

- Founded Mollis, a solo digital agency, building e-commerce solutions and digital products for 6-8 SMBs while completing university degree. Managed client discovery, vendor coordination, and delivery, establishing foundational product management skills.

Certifications

- 2021 – Certified Scrum Product Owner®, Scrum Alliance
- 2020 – Enterprise Design Thinking: Team Essentials for AI, IBM
- 2020 – Design Sprint Masterclass, AJ&Smart
- 2019 – Blockchain Essentials, IBM

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

- **Product:** Continuous Discovery, Experimentation, Roadmap Prioritization, OKRs
- **Analytics:** SQL, A/B Testing, GA4, Mixpanel, Power BI, Tableau
- **Tools:** Jira, Linear, Figma, Productboard, Notion, Zapier, Retool
- **AI/Automation:** ChatGPT/Claude (specs, research synthesis), Claude Code (rapid prototyping, technical validation), Cursor, LangChain (AI product context)
- **Technical Context:** APIs, ML/AI Products, Data Platforms, Mobile, Cloud