

Thiago de Campos Moraes

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I'm an engineering leader with extensive experience in Messaging and Advertising space. I lead a global team who builds revenue-generating products for Facebook's Messaging apps, mostly APIs.

Experience

Facebook - San Francisco Bay Area

Head of Solutions Engineering, Messaging

Feb/2020 - today

Head of Solutions Engineering, WhatsApp

May/2018 - Feb/2020

Solutions Engineers at Facebook are client-facing Software Engineers. We build products to drive business metrics: revenue, monthly active of businesses etc.

- I'm the Engineering Manager responsible for all Messaging products: Messenger, Instagram Direct and WhatsApp
 - Built a **team of 18 engineers and managers spread across 3 continents** and 4 timezones
- Launched WhatsApp's **first revenue-generating product** - www.whatsapp.com/business/api
 - **Grew from 10's to 10000's of paying enterprise customers**
 - Implemented features responsible for millions of dollars of **statistically significant revenue lift**
- Created APIs to **accelerate business on-boarding** - quickly adopted due to strong product-market fit
- Lead an effort to onboard 60+ national governmental entities on WhatsApp in 2 months for covid relief

Facebook - Brazil

Solutions Engineering Manager

March/2017 – May/2018

Solutions Engineer, LATAM

Jun/2014 – Mar/2017

- Started as the most junior team member
 - Became responsible for 50% of LATAM's book of business
 - Transitioned to be a manager of Spanish-speaking LATAM and part of Brazil
- Built first version of Facebook for WooCommerce - plugin for Small and Medium e-commerce businesses
- Participated in client-facing engagements with C-level executives from LATAM's biggest advertisers
- Led Software Development for Facebook WiFi, connectivity product focused on emerging markets
- Public Speaking in English, Portuguese and Spanish, mostly for developers using Facebook APIs

Sociomantic - Brazil - Technical Account Manager

Feb/2013 – Jun/2014

- German AdTech Startup acquired by Dunhumby who built advertising solutions for e-commerce
- First LATAM technical employee - worked with biggest regional e-commerces supporting million-dollar revenue

Tropico - Brazil - Software Engineer

Jan/2012 – Feb/2013

- Building tools in Java and C++ for telecommunications and construction industries

INPE, Brazil's Space Research Institute - Software Research Assistant

Jul/2011 – Dec/2011

- Used Python to build software to handle hundreds of terabytes of climate data
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Education

- BSc. Computer Engineering - UFSCar, Brazil
 - Merit Scholarship Exchange Program in Argentina - UNL
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Side Projects

- Investment evaluation tools - tool built in Python to answer "what-if" questions about investments
 - Wrote a popular Investing Guide geared towards Facebook employees in Brazil
 - Mentoring - keynote speaker in multiple student events about career growth for hundreds of students
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Languages

Portuguese (native), English (fluent), Spanish (fluent)