

TIAGO CENCI

Product Owner | Business Analyst | Product Manager

Portfolio and contacts: linktr.ee/tiago_cenci

LinkedIn: [linkedin.com/in/tiago-cenci-218962223](https://www.linkedin.com/in/tiago-cenci-218962223)

Professional Summary

Product Owner and Business Analyst with 5+ years of experience leading agile teams and managing B2B digital products. Skilled in Scrum, Kanban, Jira, Confluence, strategic prioritization (RICE, MoSCoW), and product discovery. Strong background in ERP systems for Agribusiness and AI-driven innovation. Basic technical knowledge in web applications (Java, React) and databases (SQL).

Education

- Bachelor's Degree in Information Systems at UTFPR (Pato Branco - PR) - Jul 2021 – Dec 2024 (Completed)
- Professional certification: Agile Expert – XP Educação / IGTI:
<https://drive.google.com/file/d/11CwmTfLnQEC6MLmKMzE7hjX8il7ZwjCq/view>
- Full Certificate Profile – Alura (Soft & Hard Skills):
<https://cursos.alura.com.br/user/tiago-cenci/fullCertificate/01e060c514412f845b7a42f08f213a11>

Professional Experience

Product Manager – VIASOFT (out/2024 – apr/2025 | Pato Branco, PR)

- Led a hybrid team of 6 (engineering, QA, design) as both Product Owner and Product Manager, responsible for people management (hiring, onboarding, feedback) and agile ceremonies.
- Implemented Scrum in the team, resulting in a 43% increase in estimation accuracy; the approach was adopted by other teams.
- Led a strategic project involving 20+ people from multiple departments to create an AI tool integrated into the ERP – first of its kind in the segment. Delivered MVP in one month with full executive approval.
- Conducted end-to-end discovery: user interviews, on-site visits, research, MVP design, usability testing.
- Defined product roadmap and KPIs based on market data, user validation, and post-launch feedback.
- Held internal trainings, client demos, and follow-up sessions post-delivery.
- Standardized technical and functional documentation, improving analyst productivity by 35%.

Product Owner / Intermediate Business & Requirements Analyst – VIASOFT (feb/2022 – sep/2024 | Pato Branco, PR)

- Translated business needs into technical specs via discovery, benchmark analysis, field visits, and stakeholder interviews.
- Wrote user stories, acceptance criteria, and functional/non-functional documentation.
- Prioritized backlog, estimated demand budgets, and supported development through delivery cycles.
- Spearheaded critical ERP features, including Bayer Brazil's first B2B integration (with Accenture and Neogrid).
- Rebuilt integrations with industrial automation systems and conducted on-site research to validate solutions.
- Designed high-fidelity Figma prototypes, improving team efficiency by 14%.
- Trained support and business analysts for product roles; became a reference within the team.
- Used Jira, Trello, and Confluence for task management and documentation.

Support Analyst – VIASOFT (dec/2020 – jan/2022 | Pato Branco, PR)

- Delivered technical support for ERP clients (B2B and B2C) via multiple channels.
- Trained new team members and conducted product demos for potential clients.
- Identified and documented bugs in Delphi-based applications and provided SQL/PLSQL database support.
- Supported mission-critical ERP features like credit analysis, agricultural prescriptions, seed processing, and e-invoicing (NFe).

- Gained interest in product and documentation, contributing to early specifications and prototyping efforts.

Junior Apprentice / Intern – VIASOFT (feb/2020 – nov/2020 | Pato Branco, PR)

- Supported test and requirements teams in documenting user stories, acceptance criteria, and BDD use cases.
- Assisted support analysts and learned core business rules and ERP processes.

Key Skills

- **Product & Agile:** Product Management, Product Discovery, Backlog Management, Roadmapping, Delivery Planning, Stakeholder Engagement, OKRs, KPIs
- **Agile Methodologies:** Scrum, Kanban, Jira, Confluence, Agile Ceremonies, Squad Leadership
- **Technical:** SQL, APIs, Oracle, MySQL, Java (Spring), React, Angular, Next.js, BPMN, Bizagi
- **Tools & UX/UI:** Figma, Design Systems, Data-Driven Product Development
- **Business Context:** ERP, B2B, Agribusiness, AI, LLMs

Languages

English – Advanced (C1 – EF SET)

Portuguese - Native