

TIAGO CENCI

Product Manager and Product Owner | Discovery, SaaS, B2B, AI | I help companies accelerate their digital transformation with user-centric and value-driven products.

Portfolio, LinkedIn & Contact: linktr.ee/tiago_cenci

Professional Summary

Product Manager with a technical background, working across the entire product journey – from discovery to delivery, in the technology field since 2020. I have led multidisciplinary squads, created validated MVPs with real impact, implemented AI in B2B products, and reduced delivery cycles using agile methods. Strong experience in SaaS, data, and agribusiness, proficient in tools such as Jira, Figma, SQL, and APIs. I align business vision, UX, and technology to deliver continuous value based on data.

Education

- Bachelor's Degree in Technology in Systems Analysis and Development, UTFPR (Jul/2021 – Dec/2024).
- Postgraduate Degree in progress in Agile Methodologies Applied to Software Development, UTFPR.
- Various soft and hard skills courses completed at Alura: [Link](#) and Agile Expert certification by XP/IGTI: [Link](#)

Professional Experience

Product Manager | Team Lead – VIASOFT (Oct/2024 – Apr/2025 | Pato Branco, PR)

- Led a hybrid and multifunctional team of 6 people, focusing on product management (Jira/Confluence) and people development.
- Conducted the discovery phase for a new B2B SaaS product for agribusiness, identifying real opportunities and promoting data-driven digital transformation.
- Validated hypotheses and guided MVP creation through to delivery, resulting in an 11% increase in product customer base.
- Managed an Artificial Intelligence project integrated into the ERP with +20 collaborators, from discovery to delivery in one month, approved by stakeholders.
- Implemented Scrum within the team, increasing estimation accuracy by 43% over 4 months.
- Aligned strategic objectives with product vision, developing a roadmap focused on continuous customer value delivery.
- Monitored KPIs using Mixpanel and Looker, ensuring alignment with the company's semi-annual OKRs.

Product Owner – VIASOFT (Mar/2024 – Sep/2024 | Pato Branco, PR)

- Prioritized backlog with a focus on business value and customer experience, supported by data and usage indicators.
- Structured a new standard for technical and functional requirements documentation, increasing analyst productivity by 35%.
- Facilitated agile ceremonies and reduced rework through continuous alignment between the technical team and stakeholders.
- Designed and implemented API and database integrations with partners such as Bayer, NeoGrid, and SóAutomação, impacting over 300 companies in the client portfolio.
- Contributed to the creation of a new Design System in Figma, strengthening visual consistency and interface usability.

Business/Product Analyst – VIASOFT (Feb/2022 – Sep/2024 | Pato Branco, PR)

- Translated business needs into clear requirements and high-value digital solutions.
- Modeled product flows with BPMN and UML, prototyped functionalities with Figma, and wrote user stories and acceptance criteria.
- Conducted visits to 8 strategic clients, interviewing users, creating journey maps and empathy maps before designing solutions.

Support Analyst – VIASOFT (Dec/2020 – Jan/2022 | Pato Branco, PR)

- Provided B2B and B2C technical support for the agribusiness sector, focusing on critical demands and on-site support.
- Identified and documented bugs, worked with support for Oracle and MySQL databases via SQL.
- Began working on technical documentation, prototyping, and requirements analysis, collaborating with the product team.

Junior Apprentice / Intern – VIASOFT (Feb/2020 – Nov/2020 | Pato Branco, PR)

- Gained knowledge of the product, business, and development process, supporting testing (quality assurance) and BDD documentation.

Key Competencies

- Software Product Management, Roadmap, Backlog, Discovery, Delivery, People Management.
- Scrum, Kanban, Jira, Confluence, Squad Leadership, Agile Methodologies.
- SQL, API, Oracle, MySQL, ERPs, BPMN, Bizagi, B2B, Artificial Intelligence, LLM, Agribusiness.
- Java Spring, Angular, React, Next.js, Figma, OKRs, KPIs, Data-Driven.

Languages

- Portuguese - Native.
- English - Advanced (C1).