

Gabriel Lacombe

lacombe@xxivd.ci • +55 48 99999 7518 • [LinkedIn](#)

I've spent the last 8+ years owning the messy middle—where strategy meets execution. Scaling startups, leading teams, and owning product from strategy to ship. I co-led a company from scrappy 14 to 90+ people, building not just products but the org around them: hiring, culture, process, and execution.

I don't just "collaborate cross-functionally"—I've built the functions. I've led squads, overhauled roadmaps, coached future leaders, and sat at the table for big bets and hard calls.

Looking for my next challenge in a mid-sized, tech-first company that values autonomy, sharp thinking, and continuous learning.

EXPERIENCE

FFWD

2015 - 2024

FFWD is a software consultancy.

Lead Product Manager & Partner

Co-led a 90+ person company, owning Product and People strategy end-to-end.

- **Product Leadership:** Drove strategy and execution across multiple squads, leading initiatives end-to-end. Managed products serving enterprise clients and regularly presented to senior stakeholders, including directors and boards.
- **Team Building & Mentorship:** Mentored emerging leaders and scaled high-performing, cross-functional teams.
- **Org Design & Culture:** Defined and codified company culture, designed career paths for all roles, and set hiring standards and processes to support long-term growth.
- **Executive Oversight:** Drove strategic decisions across product, hiring, and operations. Led annual and quarterly planning, scaled the company from 14 to 90+ employees, and steered the organization through key phases of market expansion and a profitability push.

Product Manager & Partner

Led the restructuring of the product team and streamlined cross-team collaboration.

- **Team Leadership:** Restructured product team processes, led hands-on projects with tech and UX leads, and managed squad execution.
- **Performance & Growth:** Analyzed team performance, provided feedback, and created individual growth plans.
- **Go-to-Market & Coordination:** Responsible for go-to-market strategies and creating cross-functional (marketing) team coordination documents.
- **Documentation & Planning:** Wrote PRDs, user stories, roadmaps, and release plans.
- **Data & Analytics:** Built and maintained data products and dashboards using SQL and Python for user analytics.
- **Customer Insights:** Gathered, synthesized, and reported on customer feedback, plus created retention and engagement reports.

Product Manager

Drove product planning, research, and execution while introducing agile practices.

- **Strategic Planning:** Owned quarterly roadmaps, release plans, OKRs, and goal-setting frameworks.
- **Research & Specs:** Delivered competitive analyses, market research reports, and feature specs.
- **Agile Implementation:** Introduced and piloted agile methodologies within the company.
- **UX Design:** Designed user flows and wireframes to support product discovery and delivery.

- **Sales Enablement:** Built an internal lead scoring tool adopted across the organization.

Associate Product Manager

Worked directly with the CEO on product strategy, execution, and high-stakes communication.

- **Executive Support:** Prepped meeting materials, tracked decisions, and owned follow-ups.
- **Strategic Alignment:** Built prioritization frameworks to connect CEO vision to product execution.
- **Rapid Prototyping:** Created quick-turn mockups to validate CEO-driven concepts.
- **Data & Reporting:** Streamlined KPI dashboards and crafted “state of the product” briefs for board and investor updates.

FF.INC

2019 - 2024

FFWD is a startup accelerator focused on MarTech.

Venture Partner

Worked alongside early-stage MarTech startups to drive growth and strategic clarity.

- **Sourcing & Evaluation:** Identified and assessed high-potential startups for the accelerator program.
- **Portfolio Oversight:** Tracked performance with a focus on marketing KPIs and impact.
- **Tech Strategy:** Advised on marketing tech stacks and roadmap development.
- **Market Fit:** Helped founders sharpen product-market fit and positioning.
- **Partnerships:** Coordinated with agencies and service providers to support portfolio needs.

Healfies

2014 - 2015

Healfies is an early-stage HealthTech startup.

Assistant to CEO

Supported CEO in daily operations, projects, and marketing efforts at a growing healthtech startup.

- **Fundraising:** Created investor presentations, pitch decks, and other fundraising materials to support the CEO's fundraising efforts.
- **Executive Support:** Managed CEO's calendar, travel arrangements, and scheduling, ensuring smooth daily operations.
- **Digital Presence:** Created landing pages, managed Crunchbase and AngelList profiles, and supported the company's digital footprint across various platforms.

EDUCATION

GenAI Product Management, IBM, International (2025)

Product Management, Reforge, International (2022)

BA, Marketing, Getúlio Vargas University, São Paulo (2022)

BS, Economics, Federal University of Santa Catarina, Florianópolis (2019)