

# Gabriel Lacombe

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## EXPERIENCE

[humane]\*

2022 - 2024

*[humane]\* is a wellness startup focused on nutrition.*

### Product Manager

- Led the full product lifecycle (PLM) of a content-focused ecommerce platform, managing developers and designers.
- Mapped user journeys and implemented interaction tracking using Mixpanel, driving a **99% increase in conversion rates** through A/B testing.
- Introduced pricing strategies that boosted recurring purchases by **30%**, extending customer LTV.
- Built planning models and dashboards to guide capital investment decisions.
- Launched an influencer marketing strategy, recruiting affiliates and increasing new users by **411%**.

FFWD

2016 - 2022

*FFWD is a software consultancy.*

### Partner, Product Manager

*Project Highlights:*

- **Intelbras** - Easy-Install is a B2B2C service that connects users with local technicians to streamline shipping and in-home installation for Intelbras home security devices.
  - Delivered two PLM solutions (End-Users/Technicians), utilized in **21% of online sales**.
  - Optimized delivery processes, reducing installation times for **20,000+ monthly requests**.
  - Redefined product marketing strategies, achieving a **ROAS of \$11.85**.
  - Consolidated multiple data sources into a single database, enabling capital investment decisions.
- **Mueller** - Formulated e-business strategy for household appliances manufacturer.
  - Guided product discovery consisting of stakeholder interviews, flow mapping, benchmarking, prototyping, validation testing, and feasibility analysis to align on a clear, actionable product roadmap.
  - Lead development of low-fidelity prototype, component mapping, and a style guide, ensuring alignment with technical and branding teams. Validated the foundation and shifted the team's focus to creating a scalable design system and high-fidelity prototype.
  - Managed hand-off to the developer team, providing support and overseeing the implementation of auxiliary pages by external software engineering team.
  - Efforts resulted in 250K+ monthly recurring revenue (MRR).
- **STZ** - Chega Mais is a gamified app that offers priority access to stores during grand openings, incentivizing users to refer friends for bigger discounts.
  - Designed a gamified app generating 12.5K subscriptions during a single-store MVP test.
  - Launched and scaled a production-ready app, supporting **30 store launches**, resulting in **600K+ subscriptions**.
  - Developed paid ad campaigns and leveraged micro-influencers to boost store openings.

## Treinou

2015 - 2016

*Treinou is B2B2C Edtech focused on creating an e-learning platform SaaS.*

### **Associate Project Manager**

- Executed a comprehensive project turnaround strategy, aligning technical and marketing aspects to prepare the e-learning platform for market launch.
- Built a sales team and automated pre-sales workflows, improving SDR efficiency.
- Conducted data analysis across 15+ metrics weekly, improving DAU by 20%.
- Gathered client and end-user feedback to create actionable product roadmaps.

## EDUCATION

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

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

## SKILLS

**Product Management:** Product Strategy, Roadmap Development, Feature Prioritization, Business Case Development.

**Data Analysis:** A/B Testing, KPI Tracking, Customer Feedback Integration, User Analytics.

**Agile:** Scrum, Kanban, Lean Development, Risk Management.

**Design:** Wireframing, UX Design, Google Analytics, Mixpanel, API Understanding.

**Languages:** English (Advanced), Portuguese (Native).

## CERTIFICATIONS

User Insights for Product Decisions - Reforge

Advanced Growth Strategy - Reforge

Prompt Engineering - Vanderbilt University

ChatGPT Advanced Data Analysis - Vanderbilt University

Conversion Optimization Certification - Google