

# Filipe Gesteira

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## PROFILE

Results-driven Product Manager with expertise in breaking down high-level milestones into detailed requirements, product specs, user stories, and acceptance tests/criteria. I am known for collaborating closely with designers to transform use cases and user stories into functional UX/UI prototypes, and I also review and accept engineering deliverables, guaranteeing alignment with requirements, making me skilled in creating high-quality software releases by harnessing engineering talent. It is safe to say I am passionate about developing product execution plans, reviewing engineering specs, and intermediate coding skills with relational databases/SQL. Moving forward, I am looking for a role where I can oversee all end-to-end product development, which includes working with the product development team on planning, implementation, testing and production roll out.

## EDUCATION

**Postgraduate degree in Information Technology with emphasis in Project Management**  
Universidade de Sao Paulo, Brazil | 2012

**Bachelor's degree in Computer Science**  
Universidade Santa Cecilia, Brazil | 2003

## CERTIFICATES

**PMP - Project Management Professional**  
Project Management Institute | USA | 2013

**AWS Certified Cloud Practitioner**  
Amazon Web Services | USA | 2022

**Dale Carnegie Course : Organizational Leadership**  
Dale Carnegie Training | Brazil | 2019

**ITIL Foundation**  
EXIN | USA | 2013

**Microsoft Certified Solution Developer**  
Microsoft | USA | 2007

## KEY SKILLS

- Strong organizational skills
- Data Analysis
- Project Management
- Self-starter
- Coding skills
- Analytical
- Proactive & Problem Solving
- Executive communication
- JIRA / Confluence / Git / Power BI
- SQL (Advanced)
- Agile Methodology
- English (Fluent), Portuguese (Native)
- Cross team collaboration

## CAREER HIGHLIGHTS

### PRODUCT MANAGER | 12/2022 - PRESENT

StoneCo (NASDAQ:STNE) | Remote

- Build vision, roadmap planning, use cases, success metrics, OKRs, and squad's goals, to align with company's business strategy and drove strategic impact on growth based on data analytics and market research.
- Drive a cross-functional team delivering a mixture of customer facing and technical products, including open banking and data platform.
- Led a multidisciplinary 10 people team with Engineering, UX/UI designers, QA, and product owner to product delivery, strategy, and processes for personal and business banking mobile app/website and software development for Open Finance/Banking regulatory.
- Launched feature that through financial data shared, by open banking, projects an 11% boost in engagement through the use of the business financial manager (BFM) and a 26% increase in monthly ARPAC banking.

### TECHNICAL PRODUCT OWNER | 03/2020 - 11/2022

GFT Group (ETR:GFT) | Remote

- Worked closely with the product manager to define the market demands on product roadmap, priorities, features, use cases, and overall product strategy for Insurance & Banking business.
- Broke down high-level milestones into detailed requirements to build, prioritize, refine, write user stories, and acceptance criteria. Also created functional prototypes, supported technical decision making by interacting with the engineering team.
- Drove the agile scrum team rites that included sprint planning, daily meetings, review, retrospective, and weekly meet with stakeholders.

### HIGHLIGHTS:

- Launched a SaaS that increased revenue from digital assets by 40%.
- Squad management "Extended" in the development of robots with projected saving from BRL 100 MM in 2021.

### TECHNICAL PROJECT MANAGER | 01/2011 - 02/2020

Vayon Insurance Solutions (service located to Mapfre) | Brazil

- Managed software development projects for legal and regulatory improvements and implementations in front-end (mobile app/website) and corporate systems, using waterfall and scrum frameworks as well as Microsoft and Oracle technologies, leading offshore teams distributed in Europe and Latam.
- Managed a 24x7 operation to support applications and systems responsible for the pricing and sale of car, life, and retirement insurance policies with monthly financial transactions of BRL 250 MM.
- Data Analysis : Analyzed structured data, developed complex queries in SQL and built dashboards in Power BI with insights for decision making.

### HIGHLIGHTS:

- Developed a root cause improvement and correction work in the policy issuance process that increased the volume of electronic policy issuance by 99.5% and reduced issuance time.
- Developed a continuous improvement project that reduced the monthly volume of incidents from 1,000 to 80 throughout the operation.
- Delivered database performance improvement activities, reducing the integration time between the front-end x back office system by 35%.

### SENIOR IT BUSINESS ANALYST | 03/2008 - 12/2010

Vayon Insurance Solutions (service located to Mapfre) | Brazil

- Delivered the "SCI" project that brought benefits by unifying multiple data formats to XML, development using the .NET Framework that brought gains in application performance scaling by 30%, reduction of processing inconsistencies by 40%, and reduction of processing and delivery time of files delivered to the print office from 8 hours to 2 hours.

### SOFTWARE ENGINEER | 10/2003 - 02/2008

Grupo TBA | Brazil

- Support in the development of search algorithms through phonemes that optimized returns in legal process queries by name by 40%.

### SOFTWARE ENGINEER | 01/2002 - 09/2003

Teleperformance | Brazil

- Tuned components of integration with dialers, reducing the time of capture of the customer's phone until the call was 80% effective, optimizing the efficiency in credit recovery operations.