

Achilles de Santana Junior

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Product Owner / Business Analysis

Certified Scrum Product Owner | SDLC Expert | Data Analytics

Experienced Product Owner and Business Analyst with 10+ years of expertise in developing small- and large-scale software solutions. Strong background in multiple software languages, stakeholder communication, and cross-functional teams. Excellent communication skills and a passion for working in a cross-functional environment and DevSecOps using agile methodologies. Passionate about learning new software languages and leveraging AI to gain insights and solve complex problems, driving successful business outcomes. Eager to assist development teams in discovering new products and optimizing existing ones. Experienced software developer capable of solving technical issues and aiding business stakeholders in streamlining their processes.

Open to remote, on-site, and relocated opportunities. Fluent in English, Portuguese, and Spanish.

Work Experience

iGamming project myLiberty.bet - [Remote]

Mar 2024 - Aug 2024

Project Management

- **Managed cross-functional teams** of developers, designers, and marketing professionals, delivering projects on time and within budget, while maintaining high stakeholder satisfaction.
- **Implemented a robust compliance framework** to ensure adherence to Brazilian gambling regulations, reducing legal risks and securing the platform's operational integrity.
- **Optimized the user experience** by leading user testing sessions and iterating on UI/UX designs, which resulted in a 15% reduction in customer support tickets.
- **Drove continuous improvement** by fostering an agile work environment, regularly conducting sprint reviews, and refining the product backlog to align with business priorities.

BRAUSA Enterprises Inc (contract) - [Atlanta, GA]

Sep 2022 - Mar 2024

Product Owner

- Created cross-functional tracking process & software to monitor the delivery of goods and notify clients faster. Interviewed clients, wrote user stories, and helped the developer team meet goals & deadlines. Resulted in a dramatic increase in customer reviews & a more advanced billing structure; increased revenue by 15% month-over-month; Projected AWS instance and services.
- Conducted user research to develop roadmaps for product releases. Delivered with the agile method, the company had a new billing method and presented full transparency to its clients.
- Performed data analysis to define a new way to present the revenue of the delivery service, creating a better understanding of how profitable the contracted routes are for stakeholders.

DeEtta Jones and Associates - [Miami, FL]

Feb 2022 - Sep 2022

Technology Manager

- Identified the need for a new communication structure through the website, changed the 3rd party software contractors, and renegotiated with our platform vendors, decreasing the expenditure on IT by almost 30%.
- Trained for eight weeks in cybersecurity with Banco of America in preparation for sharing our content with this client. Implemented cyber security rules to deal with more than 58,000 company documents and deliverables and created email/communication protocols to avoid every form of cyber hacking.
- Implemented new features and structure for invoices, payables, Moodle learning management system (LMS) platform with DOLCEBO integration via SCORM, document management (cloud-based), communications for CRM, and deliverable production.

Stanford University (contract)- [Remote]

July 2021 - Jan 2022

Product Owner

- I designed and led a project to create an offline app on ANDROID tablets that collects information about economic questions related to Africa's entrepreneurship.
- Prepared a road map, business requirement documents, and the necessary steps to implement the solution.
- Conducted remote interviews with PH.D. economics professors based in Stanford, CA, London, UK, and Paris, FR, to explain the steps used to create an easy and transparent way to gather the information needed.

Gardner Media Group (contract) - [Miami, FL]

Feb 2020 - Jun 2021

Technology Manager

- Executed a complete data analysis with over five years of advertising stored information. We took the initiative to create internal software that consolidated and translated Google Ad data into a better way to present it to the company clients. Hosted on cloud AWS server and used Google Scripts to retrieve information from Ads platform. Successfully consolidated data and made it easy to read to nontechnical stakeholders.
- Contacted the company clients and stakeholders to define the best approach to show the costs of advertising investment, showing the revenue on each used channel.
- Liaison between stakeholders and development teams in different time zones (India and Brazil) on having an initial MVP and, later, a complete and functional software.

AGF Enterprises - [Goiânia, BR and Miami, FL]

Jan 2009 - Jan 2020

CEO / Product Owner

- Created and designed the Onfinance platform (developed with PHP and MySql database), generating almost \$1 million in six years and running it in more than 60 cities across Brazil.
- Assigned as a Product Owner to create a data tracking platform (terminus.com.br) for Brazilian banks to analyze the social-security cash flow, create the database, conduct internal business system analyses, and

transform granularity into functional dashboards and macro-data to help banks understand the allocation of \$56B+.

- Developed arbitrage strategies, financial studies, and indicators development for the cryptocurrency market, generating more than 10% ROI/Year for private investors in the US with our tool Cryptalyze (discontinued).
- Designed Cryptalyze (Node.js and React.js), serving as a liaison between the private investors and the cross-functional development team.
- Structured genetic algorithms to increase the assertiveness of purchase and analysis indicators, resulting in increased operational gain and identifying market patterns using VBA and Excel.

I would welcome the opportunity to give a more in-depth presentation and elaborate on my professional experience in my native country, Brazil.

Skills

Software Implementation, Requirement Analysis, Statistics, Linux, Windows, Mac OS, and Android systems operational, Programming languages (HTML, PHP, VBA, JavaScript, CSS, Node.JS, React, API Rest), Database (MySQL, SQL Server, and Oracle), Jira, GitHub, and Bitbucket, Cloud computing environment: AWS, Google Cloud Platform, and Azure technologies—knowledge of Blockchain, HubSpot, and Basecamp.

Technology Certifications

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| • Professional Scrum Product Owner I Certified – Scrum.org | Jan 2024 |
| • CS50's Computer Science for Business Professional – HarvardX Certificate | Jun 2022 |
| • Professional Scrum Master I Certified – Scrum.org | Mar 2022 |

Education

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| Getulio Vargas Foundation - FGV - Brasília, DF, BR | Year: 2013 |
| Master in Business Administration – Finance | |

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| União Educacional de Brasília - UNEB - Brasília, DF, BR | Year: 2003 |
| Bachelor in Business Administration – Foreign Commerce | |

Other courses/Conferences: **Bank of America Supplier Information Cybersecurity training (Aug/22)**, **Miami Cybersecurity Conference (Nov/21)**, **Scrum: Advanced issued by LinkedIn (Jul/20)**.