

Lipie Augusto de Alcântara Souza, Product Manager

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LINKS

[Al Qantara](#)

PROFILE

My name is Lipie and I work with technology for more than 8 years now :)

I enjoy working with Digital Products at co creation environments, where diversity and plurality of thinking are valued. There is no innovation without wide hearing, vertical and horizontal consensus, and more important, the client's voice at focus.

Computer Engineer bachelor by the Federal Center of Technology of Minas Gerais, also studied for a year in Utrecht University (NL), attending Business Informatics Master course, and back to Brazil I concluded an specialization of People Management at Fundação Dom Cabral (FDC). I have 5 years of full-experience managing international projects (from RPA projects, to Data Analysis and Mobile APPs platforms) and more recently immerse to digital products management, in the last 3 years I have experienced all product life-cycles, since market-fit, untill Growth, prioritizing experiments and finally solutions that meets the product vision.

EMPLOYMENT HISTORY

Feb 2023 — Apr 2023

Squad Leader, MRV&Co - Log Commercial Properties

Belo Horizonte

In this brief stint, I had the mission to reorganize the processes of the Squad LOG Platform, introducing a new challenge of making available the first monetization initiative for this product. Based on the product strategy of MRV&Co, we defined the MVP with the participation of the entire team (Designer + Architect + PO + Development Leads and Devs), and organized the entire prototyping process and architectural initiatives in sprints. I was responsible for organizing this entire unfolding, as well as temporarily taking care of the maintenance of the product that is already in production. With everyone's participation, we managed to shorten the launch time by 2 months, making assertive choices that guaranteed an MVP offering of products and services for the first beta customers of LOG Commercial Properties.

It was a brief stint, but full of valuable learnings, and I leave to prepare and study for the new AI-Driven product development cycle.

Sep 2021 — Jan 2023

Product Manager, R&D, Take Blip

Belo Horizonte

I was responsible for leading the process of discovering and mapping market opportunities for expanding the main product (Blip) to new audiences. I defined experiments to validate product hypotheses, as well as metrics for validating experiments and evolving products adjacent to the main product. I worked with the Market Intelligence team to generate statistical inputs for team and leadership decision-making. I collaborated with the data team to collect internal data for micro product definitions and monitoring experiments. I also worked with the Product Marketing team on product positioning and promotion strategies, as well as GoToMarket decisions.

Most importantly, I ensured an open, welcoming, and experimental environment within the team. This is how we can reach new heights of creation. :)

Oct 2019 — Sep 2021

Squad Leader, MRV Engenharia

Belo Horizonte

Leadership of the Track Tribe composed of the Finance and Relationship Squads, in addition to leading the Optimal Price, Track Sensia, and Sensia Site Squads.

Within the context of MRV's housing platform, I was responsible for ensuring the delivery of financial and customer relationship features according to MRV's architectural and corporate strategy. I managed the Tech Leaders team, ensuring technological and design synergy with the rest of the Digital Commercial Ecosystem for product deliveries. I managed OKRs and collected data to monitor objectives. Architectural compliance was achieved using Azure technologies and legacy On-Premises infrastructure. Technical coordination was provided for provisioning onCloud infrastructure running on Docker/Kubernetes.

In the 2020 management, our Squad was co-responsible for reducing Call Center calls by 21% compared to 2020, for increasing sales through Awarded Referrals, and for finalizing more than 35% of the renegotiation portfolio with customers - 100% digital.

I led the Optimal Price team that uses an AI model to generate insights about the profile of our clients and properties, correlated to local and regional demographic data.

Nov 2017 — Oct 2019

Project Manager, MRV Engenharia

Belo Horizonte

Conceptualization and leadership of a Robotic Process Automation (RPA) project, working on technological planning (platforms and methodologies), financial/process (process evaluation and ROI), and people management (team formation).

Conceptualization and leadership of an international partnership project for the use of Artificial Intelligence in the Recruitment and Selection process of strategic positions within the organization.

Leadership of a project (mobile application) that uses neural networks for image processing with the purpose of classifying (ensuring quality and reliability) of documents relevant to the customer's credit pipeline.

EDUCATION

Mar 2018 — Mar 2020

Extension Degree, Fundação Dom Cabral

Belo Horizonte

Mastery of the best contemporary management tools, specifically for management and leadership.

Access to trends, research, and analysis that influence the global business environment. Reflection and career planning focused on personal and professional goals. Expansion of systemic vision and improvement of argumentation skills in topics related to people management. Enhancement of knowledge and increased confidence to lead, undertake, and make decisions. Development of competence in building plans and feasibility studies for participants working on entrepreneurship in their own businesses. Establishment of a network of contacts with other professionals. Market recognition and increased chances of employability.

Jul 2015 — Jun 2016

Business Informatics, MS (1 Year), Utrecht University

Utrecht, NL

Two-semester sandwich undergraduate program in the MBI (Master in Business Informatics) course at Universiteit Utrecht in the Netherlands. The course is strongly focused on business and entrepreneurship, with branches in the areas of Software Architecture, Software Product Management, Knowledge Management, Business Intelligence, and ICT Entrepreneurship.

The university, founded in 1636 and located in the city of Utrecht, Netherlands, ranks among the TOP 100 universities in the world according to the Academic Ranking of World Universities.

Aug 2010 — Dec 2016

Computer Engineer, Bachelor, CEFET-MG

Belo Horizonte

Activities and courses:

Business Intelligence, Machine Learning, Data Warehouse, Software Engineering, Database, Artificial Intelligence.

The Undergraduate Program in Computer Engineering offered by the Federal Center for Technological Education of Minas Gerais (CEFET-MG) scored a 5 on the 2015 ENADE in Infrastructure and Faculty categories. The program is focused on the development and management of software/processes for production and innovation in the productive sector.

- Final project in Business Intelligence in collaboration with the technology department of Andrade Gutierrez Construction Company.
- Tutoring in Computational Numerical Methods and Algorithms and Data Structures.

SKILLS

Customer Service	Expert	Agile Methodologies	Expert
Conflict Resolution	Expert	Agile Project Management	Expert
Time Management	Expert	Data Analysis	Expert
Project Management	Expert	Product Management	Expert

HOBBIES

Cycling, Small and vintage cinemas, small trips :)

LANGUAGES

English	Highly proficient	Portuguese	Native speaker
Spanish; Castilian	B1		

REFERENCES

Vinicius Teodoro from Banco Inter

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Lucas Junqueira from MRV Engenharia

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Marina Mendes from Take Blip

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COURSES

Jun 2022 — Sep 2023

Product Growth, PM3

Oct 2021 — Dec 2021

Product Discovery, PM3