Felipe Faraone

Senior Product Manager | Enterprise SaaS, Data & AI

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PROFESSIONAL SUMMARY

Senior Product Manager with 10+ years of global experience delivering complex digital products at scale, spanning Enterprise SaaS, high-volume consumer platforms, and Tier 1 Telecoms. Consistently operates at the intersection of data, compliance, and customer experience: building data-driven cultures, modernising legacy platforms, and translating regulatory constraints into product opportunities.

Proven ability to lead cross-functional squads in regulated, enterprise environments — managing stakeholder tension between commercial growth and governance requirements, shipping at velocity without compromising quality or compliance. Hands-on data capability (SQL, ETL, BI tooling) and deep technical fluency allow autonomous decision-making without reliance on external analysts or engineering bottlenecks.

KEY COMPETENCIES

Regulated Environments	LGPD / GDPR compliance programs, privacy-by-design, data governance, risk mitigation across legal & commercial stakeholders
Data & Analytics	Advanced SQL, ETL pipelines, Data Warehousing, Looker / Power BI — fully autonomous from raw data to strategic product decision
Platform Modernisation	Legacy-to-modern migrations, microservices, event-driven architecture (Kafka), API-first design, unified configuration systems
AI & Automation	LLM / GenAI product delivery, Agentic AI (MCP protocol), ML-based churn & retention models, prompt engineering & guardrails
Delivery & Agility	Scrum, Kanban, Shape Up — methodology-agnostic; CI/CD culture, 6× deployment frequency acceleration
Customer & Growth	B2C & B2B product strategy, subscription lifecycle management, monetisation design, churn reduction, retention modelling

WORK EXPERIENCE

Senior Product Manager · ClickPoint Software — USA (Enterprise SaaS) *Sep 2023 – Present*

B2B Sales Acceleration platform (LeadExec / SalesExec) serving Fortune 500 clients in regulated verticals including insurance, finance, and healthcare.

- **AI Product Strategy —** Architected and delivered a deterministic, schema-bound AI agent using the Model Context Protocol (MCP). Personally led prompt engineering and SQL-based validation to enforce strict operational guardrails against hallucinations in enterprise workflows. Reduced client Time-to-Value from days to minutes, significantly lowering Customer Success operational load.
- **Platform Modernisation —** Redesigned a fragmented legacy integrations ecosystem into a unified configuration hub, solving a critical architectural flaw through a new "Lead Type" inheritance model. Delivered a "configure once, apply everywhere" experience for enterprise clients managing high-volume campaigns.
- **Workflow & UX Redesign —** Led strategic overhaul of the core lead routing engine, replacing static list views with an interactive Kanban workflow. Increased user adoption and gave sales teams clear visual tracking of lead progression.

Product Manager & Head of Project Management · **Brasil Paralelo — Brazil (MediaTech Scale-up)***Oct 2021 – Mar 2023*
Fastest-growing independent streaming platform in Brazil (800k+ paid subscribers, 200M+ addressable market), managing high-volume subscription commerce and digital payments infrastructure.

- **Subscription Platform Overhaul & Revenue Protection —** Led migration of 335,000+ customers to a new pricing architecture with zero downtime, protecting R$2.6M in ARR from high-risk legacy accounts. Coordinated Data Science and Engineering on complex tier mapping; the new Good-Better-Best model generated R$27.4M in projected lifetime profit and eliminated manual support overhead.
- **Hypergrowth Strategy —** Drove 2× subscriber growth (250k to 500k+) and doubled annual revenue within 12 months through strategic overhaul of the subscription model and launch of new content tiers.
- **Engineering Transformation —** Inherited a slow environment with scope creep; led cultural transformation to Shape Up methodology across 60+ engineers. Delivered 50% faster development velocity and 6× deployment frequency (bi-weekly to 3×/week) through Shape Up cycles and CI/CD automation.
- **Mobile & Security Infrastructure —** Led DRM compliance overhaul (FairPlay / Widevine) using Flutter and Kafka, unlocking R$8.8M in premium content licensing revenue and reducing churn through improved offline experience.

Product Owner & Senior Project Manager · **TIM Mobile — Brazil (Multinational Telecom, Tier 1)***Feb 2014 – Oct 2021*
Major Italian telecom operator serving 60M+ subscribers. Managed enterprise data infrastructure and regulatory compliance across complex, mission-critical legacy systems.

- **LGPD / GDPR Compliance Program —** Led privacy transformation across mainframes and distributed systems, achieving 90% compliance score and reducing data breach incidents by 40%. Managed sustained stakeholder friction between commercial teams and legal constraints, safeguarding the company against millions in potential regulatory fines. Established a "privacy-by-design" culture proactively.
- **Data Warehouse Modernisation —** Spearheaded migration from fragmented data silos to a unified high-performance Data Warehouse. Built customer-service Data Marts that democratised SQL-based insights across business units, optimised query performance by 40%, and enabled real-time decision-making previously impossible with legacy architecture.
- **ML-Driven Customer Retention —** Defined roadmap and delivered predictive churn models and automated support workflows, achieving 20% reduction in Average Handling Time and 15% drop in churn — protecting recurring revenue in a saturated, regulated market.
- **Data Culture Leadership —** Drove 15% increase in internal data tool adoption, shifting the organisational culture from gut-feeling to evidence-based product management.

Product Manager — Live Ops & Monetisation · **OnGame Entertainment — Brazil***Sep 2011 – Nov 2013*
Digital entertainment publisher, pioneering the Free-to-Play commerce model in Latin America.

- **Monetisation Strategy —** Designed and deployed data-driven pricing and promotion events, growing product revenue by 80% and validating a subscription-alternative commerce model in a developing market.
- **Go-to-Market & Launch —** Managed end-to-end localisation and GTM strategy for international product launches, exceeding 50,000 downloads in debut week.
- **Retention & Lifecycle —** Integrated community platforms with in-product mechanics to drive daily engagement, delivering 25% uplift in Daily Active Users within six months.

EDUCATION

Master's in Marketing · Purdue University, Indiana, USA
Product Management Specialisation · British School of Creative Arts, São Paulo, Brazil
Bachelor in Business Administration · FMU, São Paulo, Brazil