

Brenda de Almeida Gabriel

Senior Product Manager

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Open Work Permit (full-time, no sponsorship required) | Remote anywhere in Canada or internationally | Hybrid in Montreal

SUMMARY

Senior Product Manager with 7+ years owning B2B SaaS, AI, e-commerce, and mobile products end to end, from Product Strategy and Product Discovery through delivery, launch, and Product Analytics. Launched a proprietary e-commerce app for one of Brazil's largest menswear retailers that grew conversion 5x and doubled customer lifetime value, and led the zero-to-one launch of a marketplace app that moved 80% of orders in-app within one month. Grounds every decision in customer interviews and behavioral data, instrumenting funnels and running A/B tests to measure what ships. Works close to engineering on architecture, APIs, integrations, and data flows, leads fully remote squads, and uses AI agents and spec-driven development to move from discovery to shipped software.

EXPERIENCE

ORBYA, Product Manager - Strategy Consultant

Remote, Canada | Mar 2026 - Present (engagement ends Oct 2026) | Customer Revenue Intelligence B2B SaaS startup, Brazil | Independent consulting engagement: part-time alongside GlobalSys until Aug 2026, full-time since

- Stopped a full build on the wrong packaging by shipping a functional prototype and running 10+ discovery sessions with prospective B2B customers, which proved the problem was real but the packaging did not justify the investment.
- Rebuilt the product in 6 weeks, consolidating 12 fragmented navigation areas into 5 core workflows, and scoped the MVP across two releases with explicit cut lines for what ships now, what waits, and what stays out of the first year.
- Defined the data and AI governance the product operates under, including personal data handling, where human judgment is mandatory in automated flows, and the traceability required before an output reaches a customer.
- Set the quality and evaluation strategy for an AI-driven product, with evaluation criteria for the signal engine and the forecast model and the conditions that gate a release.
- Cut engineering rework by partnering with a remote engineering team in Brazil on architecture, API design, data flows, and system design, converting business goals into buildable specifications.
- Established repeatable product operations for the founding team by defining PRDs, prioritization criteria, release cadence, and roadmap governance across founders, engineering, data, and commercial, alongside a go-to-market roadmap covering positioning, launch sequencing, and the first-customer motion.

GLOBALSYS, Product and Delivery Leadership

Remote, Brazil / Canada | Jun 2022 - Aug 2026 | Progressed from Product Manager to Senior PM to Strategy Consultant

Product Manager - Strategy Consultant | Jun 2026 - Aug 2026

- Diagnosed an enterprise AI platform spanning web and mobile, built without product direction, by interviewing 12 stakeholders across engineering, design, marketing, sales, and executive leadership, and assessing positioning, product-market fit evidence, ROI value drivers, UX and onboarding gaps, and permission structures.
- Converted the diagnosis into an executable action plan spanning roadmap, release and rollout, product operations, quality criteria, and sales enablement, giving an engineering-led build its first product operating baseline.
- Repositioned the product from tool to platform and defined packaging and pricing direction, supported by competitive benchmarking and a stakeholder map.
- Prevented a premature launch by defining MVP scope and go/no-go launch criteria against the gaps the diagnosis surfaced.

Senior Product Manager, Aramis (retail account) | Oct 2024 - May 2026

- Doubled customer lifetime value (CLTV), grew new customer acquisition 50%, and reached 42% retention by owning product decisions on a full replacement of a white-label e-commerce app with a proprietary iOS/Android platform, for one of Brazil's largest menswear retailers with about 150 stores.
- Reached 107% of the previous full year's revenue in the first half of 2026 alone, against a prior year already lifted by a record Black Friday that came in at 3x its sales target and 131% above the legacy app.
- Increased conversion rate 5x, from under 1% to 5.0%, by instrumenting full-funnel tracking with GA4, Firebase, Microsoft Clarity, and Power BI, then A/B testing home content against flow completion instead of clicks so the app surfaced the right pieces for each user.
- Removed the next funnel constraint once discovery was solved by rebuilding checkout, making repurchase fast for returning customers and cutting the option overload that stalled first-time buyers.
- Co-led a dedicated behavioral analysis and user research track that found customers carried habits from the previous app and used it one-handed while on the move, then shaped navigation and flows around both findings instead of breaking familiar patterns.

- Raised in-store associate adoption from 60% to 92% by replacing a legacy web tool with a native clienteling app designed from field discovery with store managers and sales reps.
- Shipped integrations across VTEX, Linx, Insider, and custom BFF and microservices by coordinating delivery across multiple engineering teams.

Product Manager | Jun 2022 - Oct 2024 | New product development, zero to one

- Led the zero-to-one launch of Match House, a real estate marketplace app connecting brokers and high-end property buyers across Brazil, the United States, and Portugal, carrying it from discovery through App Store release.
- Defined the subscription packaging for that real estate product by selecting agent seats as the value metric and structuring a free tier plus three paid tiers around listing limits, contract term, and team size, then presenting the pricing trade-offs to the client for decision.
- Built 10+ digital products across web and mobile, from zero to one, for e-commerce, logistics, healthcare, real estate, and retail clients, including a US-facing client, delivering on time and in scope by directing fully remote squads in Brazil through discovery, sprint ceremonies, backlog prioritization, and risk tracking.
- Drove a 92% win rate as sales enablement, including BRL 2.0M in won proposals within two months of 2023 and 2 deals above the account's average size, by leading technical proposals, scoping, and feasibility analysis for sales leadership.

ZAZUU PET, Product Manager

Remote, Sao Paulo, Brazil | May 2021 - Jun 2022 | Early-stage pet health and services marketplace backed by Harvard Business School Alumni Angels of Brazil | Started as a freelance engagement, then full-time

- Moved in-app order share from 20% to 80% within the first month post-launch by leading the zero-to-one build of a B2C mobile marketplace app that replaced manual, messaging-based bookings.
- Scaled to 14,500+ completed services with NPS 90 and a 70% repeat booking rate by optimizing conversion funnels, transparent pricing, and rebooking loops.
- Digitized 100% of field service routines by designing a companion operations app for groomers and veterinarians with real-time two-way sync to the customer app, grounded in field research with service providers.
- Designed the business model for a preventive pet health plan, informed by customer interviews on health behavior and willingness to pay.

GLOBALSYS, PMO Analyst and Product Manager

Hybrid, Brazil | Feb 2020 - Sep 2021

- Built the company's first PMO from scratch across energy, healthcare, and e-commerce projects spanning web and mobile deliveries, introducing governance routines, status dashboards, and risk tracking that improved delivery predictability and cross-project visibility.
- Managed delivery across multiple client projects as Product Manager, owning scope definition, timeline control, and execution tracking with developers, QA, and external stakeholders.

SKILLS

Product: Product Strategy, Product Vision, Product Discovery, 0-to-1 MVP Definition, Product Roadmap and Prioritization, OKRs and KPIs, Product Lifecycle Management, Product Operations, Product Operating Models, Go-to-Market (GTM), Product Positioning and ICP, Competitive Analysis and Benchmarking, Business Case, Stakeholder Management

AI: AI Product Strategy and Discovery, Generative AI (GenAI), Large Language Models (LLMs), AI Product Maturity Assessment, AI Evaluation and Go/No-Go Criteria, Data and AI Governance, Spec-Driven Development, Custom AI Agents and Multi-Agent Workflows, Human-Agent Collaboration and Human-in-the-Loop Design, Prompt Engineering and Context Architecture, AI-Assisted Product Operations

Delivery: PRDs and User Stories, Acceptance Criteria and Definition of Done, QA Criteria, Backlog Refinement, Sprint Planning, Agile and Scrum, Release Planning and Release Management, Rollout, Change Management and Adoption, Risk Management, Cross-Functional Team Leadership, Remote Team Leadership, Software Development Lifecycle (SDLC)

Product Analytics and Growth: Product Analytics, Conversion Rate Optimization (CRO), Funnel Optimization, Experimentation and A/B Testing, Retention, Churn and Cohort Analysis, North Star Metrics, Revenue Metrics (GMV, AOV, LTV, ARR, NRR), Event Tracking and Instrumentation, Data Modeling, Data Ingestion and Enrichment Pipelines, GA4, Firebase, Microsoft Clarity, SQL, Power BI, Metabase

UX: User and Customer Journey Mapping, Discovery and Customer Interviews, User Onboarding, Wireframing and Usability Testing, Heuristic Evaluation, Information Architecture, Accessibility Awareness

Technical: REST APIs, API Design and Lifecycle, GraphQL, BFF and Microservices Architecture, Data Flows and System Integration, System Design and Technical Requirements, Third-Party Integrations and Webhooks, ERP, CRM and Payment Gateway Integrations, VTEX, Inventory Lookup and POS Integrations, iOS and Android (App Store, Google Play), Jira, Confluence, Azure DevOps (Azure Boards), Figma, Postman, Sentry, Notion, GitHub, Claude, ChatGPT

EDUCATION AND CERTIFICATIONS

- **MBA, Project Management** | Universidade Vila Velha, Brazil (2020)
- **B.S., Civil Engineering** | Universidade Vila Velha, Brazil (2017)
- **Product Management Certification** | PM3, Brazil (2021)
- **English Language Program** | ILSC Montreal, Canada (2023)
- **Languages:** Portuguese (native), English (fluent professional), French (elementary, in progress)

VOLUNTEER LEADERSHIP

Project Manager Volunteer, Marketing | PMI Espirito Santo Chapter, Brazil | 2019 - 2023

- Doubled the chapter's membership in the first year by working on the Marketing team throughout the volunteer tenure.
- Co-authored the chapter PMO case presented at the PMI Global Summit 2022; helped implement the first PMO among PMI chapters in Brazil and hosted the PMI Agile Day Podcast (10 episodes).