



WAGNER BORBA

PRODUCT SPECIALIST

CONTACT

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EDUCATION

2024 - 2025

UNIFE UNIVERSITY

- Postgraduated in Machine Learning and AI

2018 - 2020

ESTACIO DE SA UNIVERSITY

- Postgraduated in Software Engineering

2015 - 2017

ESTACIO DE SA UNIVERSITY

- MBA in Project Management

SKILLS

- Project Management
- Product Discovery
- Salesforce
- AI Agentics
- Python
- Vibe Coding (Lovable)
- Jobs to Be Done
- Power BI / Looker
- Google Analytics / Amplitude

PROFILE

I'm a Lead Product Manager and Project Manager with over 7 years in digital product leadership and 10 years in strategic project management. I specialize in aligning product vision with business goals through data-driven strategies and Machine Learning techniques to reduce time-to-market and boost operational efficiency. My expertise includes building roadmaps, conducting market research, and implementing Jobs to be Done frameworks that transform user needs into scalable, impactful solutions. I've previously led cross-tribe initiatives and roadmaps in global organizations, strengthening my ability to manage complex environments and deliver measurable results. I'm driven by challenges involving innovation, data, and people, constantly seeking to transform problems into opportunities that create sustainable value.

WORK EXPERIENCE

Localiza&CO

2024 - PRESENT

Senior Product Manager

- Led strategic roadmap execution integrated with corporate strategies while implementing Jobs to be Done methodology and continuous experimentation cycles, achieving 20% Time-to-Market reduction and delivering user-centric solutions aligned with business objectives. Leveraged advanced analytics with Generative AI and Machine Learning models to drive data-informed decisions, resulting in 12% conversion rate increase, 15% CAC reduction, and 60% faster credit analysis through Open Finance integration while maintaining robust cross-functional stakeholder management.

Thoughtworks

2021 - 2023

Lead Program Manager

- Led Cart/Checkout Value Stream roadmap for the world's largest beverage company, applying strategic Scrum and Kanban methodologies to reduce critical feature delivery time by 15% while spearheading cross-tribe initiatives across multiple time zones, achieving 28% delivery efficiency improvement through product-technology-design orchestration. Identified operational bottlenecks and conducted comprehensive restructuring generating 35% bureaucratic overhead reduction and 30% squad productivity increase, while implementing agile metrics and unFIX framework for outcome-focused team reorganization, resulting in 30% productivity boost and 25% higher engagement alongside multi-platform Marketplace development.

SmartSpace

2020 - 2021

Head of Product

- Led digital product development transformation in partnership with CTO and executive board, implementing Scrum and Kanban methodologies to achieve 13% Time-to-Market reduction while conducting comprehensive Go-to-Market restructuring that delivered 40% post-release bug reduction (\$27K annual savings), 55% Carry Over decrease, 30% Lead Time reduction, and 7-point NPS improvement. Executed strategic repositioning of SaaS B2B and B2B2C product portfolio with packaging & pricing optimization, establishing robust strategic planning for continuous innovation and sustainable growth while fostering cross-functional collaboration across technology, marketing, sales, and customer success teams through inspirational leadership and individual development initiatives.