

Marcelo Lane



DIGITAL PRODUCT OWNER | BUSINESS ANALYST

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Mobile 027 410 9865
From Sao Paulo, Brasil
Visa Study & Work 20h/week

01 PROFILE

In the IT industry since 2000, my mission has been to put the customer first while building products like Systems, Apps, E-Commerce & Web applications. I am proud of starting a Fintech, pioneering the Mobile Payment Industry, and recently leading e-commerce from scratch into a top position in the retail industry—both successful experiences as a Digital Project Manager & Business Analyst in Brazil.

I work pursuing innovation with a start-up mindset and methodologies to get things done. Sharing knowledge while motivating people are core values that I hold dear. Additionally, facilitating an agile and collaborative environment to foster innovation is a daily task. Furthermore, data analysis is the backbone of identifying trends and sparking insights.

Finally, my vision is that embracing the latest technologies and ITIL best practices to operate cost-effectively alongside an innovative organisational culture adds outstanding value to the business to stand out in the competition. I am looking forward to my future employer leveraging that experience.

02 SKILLS

Agile Project Management
Creativity
Critical Thinking

Business Strategy
Product Development
Self-Management

03 EXPERIENCE

May/2019 — Sept/2021

PRODUCT OWNER & BA | LANE IT

Brazil | New Zealand

Digital Transformation consultancy supporting companies in improving their digital outcomes.

- **Brasfama** – May/2019 to Sept/2021 (Retail – www.brasfamaflores.com.br): Gathering functional and non-functional requirements to support the operation and growth that started from scratch and reached: 100k monthly visitors, +2mi pageviews/month by using Data Analytics, CRM and new technologies to scale performance while enhancing customer experience. As a result, Brasfama achieved a leading online position.
- **DIBS** (HR-Digital Start-up | **Auckland / NZ**) Jan/2020 – May/2022 – Business Analyst / UX&UI Lead – Development of the CX journey and UI throughout the platform by defining and deploying functional and non-functional requirements.

Jan/2019 — Apr/2019

BUSINESS ANALYST |

São Paulo

BTG PACTUAL (investment bank)

www.decode.buzz | www.btgpactual.com.br

Mission: implement agile and design thinking methods to support business innovation.

Role: as a BA: (1) Gathering functional and non-functional requirements for a CRM project; (2) Mapping product processes; (3) Promoting workshops to stakeholders and squad leaders, improving alignment, providing business analysis and a clear landscape over projects.

Achievement: I have proudly supported the adoption of the Agile Culture, promoted integration between teams and stakeholders, cleared up alignment over strategic objectives and collaborated to set up innovative products, allowing me to apply my data analysis & business strategy capabilities.

Sep/2018 — Jan/2019

PRODUCT OWNER & BA TERRACOR (construction)

São Paulo

www.terracor.com.br

Mission: Kick off a Digital Marketing Campaign by implementing CRM & content delivery platforms, data analytics tools and understanding the company & customer needs. Bring the company back to the Top Of Mind in 2019.

Role: I organised the product roadmap and negotiated functional requirements with stakeholders to implement a digital campaign accordingly to the company's expectations. Manage team members to develop digital assets, like Email Mkt, digital arts & Social Media communication. I have also introduced the Agile methodology into the organisation.

Achievement: I started a digital transformation process, arranging the kick-off of the end-to-end communication campaign while embedding the Agile culture to perform tasks. I have proudly received the **TOP OF MIND 2018** award on behalf of the company and its founder, the architect Leo Laniado.

Feb/2016 — Jul/2018

PRODUCT OWNER & BA | INNOVATION IOPASS – FINTECH (mobile payment)

São Paulo

www.iopass.io

Mission: to organise functional and non-functional requirements to support the implementation of the back-office structure and IT services: Apps, web services & systems, facilitating the release of Mobile Payment Services. Also, build and release a fully operational mobile payment system in a cost-effective start-up environment.

Role: as a PO, I organised the product roadmap and backlog for the development team, focused on the company vision and delivered a great user experience. As a BA, I approached the latest technologies, performed data analysis to get insights and applied Business Intelligence in the decision-making process. Ultimately, I influenced team members and stakeholders while crafting a whole payment system in a collaborative environment from scratch.

Achievement: I negotiated with multiple stakeholders the development and deployment of the company's MVP in time to market as an innovative Mobile Payment product in the industry.

Sep/2014 — Feb/2016

PRODUCT OWNER | INNOVATION MENTE TURBINADA (start-up | games)

São Paulo

www.menteturbinada.com.br

Mission: To release: App, Web Site, E-commerce, 13 games, Back-office system, and gamification plan while organising the development roadmap.

Role: As a PO, I supported the company's vision while leading the development team to craft Customer-Centric Products. I wrote User Stories aligned to the Gamification Plan and the Training System requirements throughout the process.

Achievement: the release of digital products while inspiring the IT & Game development teams. As a result of the Gamification Plan, there were more than 30k new registrations within three months of the release.

Sep/2006 — Mar/2016

PROJECT MANAGER

São Paulo

10 CRIATIVO (founder | digital consultancy)

Digital consultancy focusing on e-commerce solutions, Performance (SEO), websites, emails MKT, and business planning. The clients served were mainly advertising agencies and real estate companies to leverage their digital achievements. I negotiated contracts with clients such as **Mitsubishi Motors, Astra Zeneca, Adidas, Authentic Feet, EMC, Grupo Zurita, KKW incorporation and Mistral**. As a start-up founder, I was extensively in charge of all project management while outsourcing vendors and developers throughout ten years of activity. As a result, I re-framed the company as **IOPASS TECNOLOGIA** in early 2016.

Feb/2004 — Sep/2006

PROJECT MANAGER | INNOVATION

São Paulo

RECURSO DIGITAL (co-founder | software house)

www.rekursodigital.com.br

Technology start-up focused on developing digital platforms designed for the Incentive Marketing industry, supporting numerous campaigns for clients, such as **Telefônica, Brasil Telecom, Intelig, Oracle, Kaiser, LG, Pioneer Brasil, and Pelé Club**, among others. In addition, as **PROJECT MANAGER**, I was responsible for leading numerous projects and more than 30 team members.

04 EDUCATION

Jan 1997 — Dez 2000

Mackenzie University

São Paulo – Brazil

Bachelor: Social Communication – Advertising & Creativity

Jan 2007 — Jul 2008

Escola Superior de Propaganda e Marketing

São Paulo – Brazil

Postgraduate: Marketing Strategy & Communication

Jul 2021 — Sep 2022

ICL Business School

Auckland – New Zealand

Master in Business Informatics (Level 9)

05 COURSES

2020

TRANSFORMATIONAL LEADERSHIP

Cp Sponsors | LinkedIn Learning

2020

PRODUCT INNOVATION FOR PRODUCT MANAGERS

PMI | LinkedIn Learning

2020

AI TO EVERYONE (COURSERA)

Deeplearning.ai

2018

SCRUM MASTER CERTIFICATION

International Scrum Institute

2018

DESIGN THINKING POSSÍVEL

Rodrigo Giaffredo

2018

DESIGN THINKING IN 3 STEPS

Cooper Crash Course

2018

INFORMATION. ARCHITECTURE (IA) FUNDAMENTALS

Joe Natoli Course

2015

GAMIFICATION (COURSERA)

Wharton University of Pennsylvania

06 EXTRA-CURRICULAR ACTIVITIES

Mar 2007 — Present

DIGITAL CONSULTANT INSTITUTO POR MAIS ALGUÉM

São Paulo – Brazil

Voluntary Work - support to all digital demands of the P + A institute & Web Sites development:

www.pormaisalguem.org.br

www.umpasseparaeducacao.org.br

07 HARD SKILLS

PROJECT MANAGEMENT	Agile Scrum Master Certified, PMBok / Lean / Kanban.
DEVELOPMENT FRAMEWORK	Design Thinking, Information Architecture, Digital Design, UI&UX, Tools: Jira Trello
PRODUCT DEVELOPMENT	Apps: iOS & Android, Wordpress & Woocommerce, Web Sites & CDN, E-Commerce, Systems.
PAYMENT INDUSTRY	Mobile Payment, E-commerce, Gateway services, Acquirers & Sub- acquirers, Bank reconciliation, APIs & Web Services, Anti-fraud.
DATA & TECH	AI, Data Science, Machine Learning, NLP, NPS, Lead Scoring, Data Lake, Power BI, Open Source
DIGITAL MARKETING	Customer Acquisition Rules, Strategy, Data Analytics, Data-Driven Decisions, Digital Marketing, Customer-Centric Products, CRM, Gamification
BUSINESS	Start-up mindset, Business Analysis, Business Canvas, Team Workload, Product Lifecycle, Product Roadmap, MVP, P&L

08 HOBBIES

I have been a member of several Rock bands, playing electric guitar, piano & singing. Moreover, I have recorded authorial albums and performed with some of the finest musicians of the age.

09 LANGUAGES

Portuguese (native)



English (IELTS 7.0)



Spanish



French

