

# MARCELO LANE

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## Profile

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With over two decades in the IT industry, I have dedicated my career to putting the customer first while developing systems, applications, e-commerce, and web solutions. I am proud to have pioneered the Mobile Payment Industry and recently led an e-commerce venture from its inception to a leading position in the retail industry—both successful experiences as a Project Manager/Product Owner in Brazil.

Since August 2022, I have been working at Datacom Cloud in New Zealand as a Product Owner. My focus here has been on leveraging existing products using cutting-edge Cloud Computing technology and agile practices.

I pursue innovation with a customer-centric mindset and Agile methodologies to ensure successful project delivery. Sharing knowledge and motivating people are core values that I hold dear. I strive to facilitate an agile and collaborative environment that fosters innovation. Additionally, data analysis is crucial for identifying trends and generating insights.

## Skills

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- Critical Thinking
- Customer-Centric Focus
- Self-Management
- Agile frameworks
- Data-driven decision-making
- Negotiation/Team Player

## Experience

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Datacom | Auckland CBD,  
Auckland/New Zealand

### PRODUCT OWNER

08/2022 - Current

As a Product Owner at Datacom, I collaborate with Product and Project Managers to drive innovation and enhance cloud services, including:

- **New Product development:** I support the project manager and contribute to developing solutions based on VMware Cloud Director technology, focusing on automation to deliver excellent user experience.
- **Updating Existing Product Features:** I work closely with the product team to improve and optimise current features, ensuring they align with customer needs and industry trends.
- **Agile practices:** actively run daily stand-ups, sprint planning sessions, sprint reviews, and retrospectives with our cross-functional team.
- **Negotiation:** engaging with stakeholders to define priorities and ensure agreement on team objectives.
- **Backlog Management:** maintain and prioritise the product backlog, ensuring user stories are well-defined, estimated, and aligned with strategic goals.

LANE IT | BRAZIL, New Zealand  
**PROJECT MANAGER/PRODUCT OWNER**  
05/2019 - 08/2021

As a Digital Project Manager/Product Owner, I was contracted by companies, including:

**Brasfama** | Product Owner/e-Commerce: May 2019 - Aug 2021

- Led an e-commerce platform with 100k+ monthly visitors and 2 million+ pageviews per month.
- Successfully implemented e-commerce solutions, digital analytics, and CRM technologies to elevate performance and enhance the customer experience at brasfamaflores.com.br.

**DIBS** (Start-up, Auckland) | Product Owner/UX & UI Lead – 2020-2021.

- Leading the development of end-to-end customer experience and interfaces.
- Conducted strategic product analysis, driving innovation and user-centric solutions.

BTG PACTUAL (Investment bank) | São Paulo, BRAZIL  
**PRODUCT OWNER**  
01/2019 - 04/2019

**Mission:** Led the adoption of Agile methodologies, fostering an Agile mindset across teams and steering the development of new products to support the implementation of a CRM platform.

**Role:**

- **Requirement gathering:** Collaborating with multidisciplinary teams to design CRM solutions that align with business needs.
- **Framework:** Developed comprehensive process maps and frameworks to streamline CRM project execution.
- **Workshop facilitation** for stakeholders and squad leaders to improve alignment, enhance collaboration, and provide business analysis.
- **Product Roadmap** with a clear, strategic overview of ongoing deliverables against deadlines, ensuring all parties were aligned.

**Achievement:** Successfully championed the adoption of Agile practices, which led to improved integration between team leaders and stakeholders. This initiative not only clarified strategic objectives but also provided a framework for the development of innovative products and insights.

TERRACOR | São Paulo, BRAZIL  
**PRODUCT OWNER**  
09/2018 - 01/2019

**Mission:** Organised a digital marketing campaign by implementing CRM and content delivery platforms, alongside data analytics tools, to align with both company and customer needs. The primary objective was to restore the company's "Top of Mind" status in 2019.

**Role:**

- Led the implementation of **new technologies** and set up a digital marketing campaign, ensuring alignment with the company's vision.
- Guided a **multidisciplinary team** in creating digital campaign assets, including email marketing and social media content.
- Introduced **Agile methodologies** across the organisation to enhance project execution and efficiency.

**Achievement:** Initiated a digital transformation by orchestrating the kick-off of an end-to-end communication campaign, embedding Agile culture into the company's processes. Note: Terracor received the "Top of Mind 2018" award, an honour I proudly accepted on behalf of the company and its founder, architect Leo Laniado.

IOPASS – FINTECH (mobile payment) |  
São Paulo, BRAZIL  
**PROJECT MANAGER/PRODUCT OWNER**  
02/2016 - 07/2018

Led the organisation and implementation of the back-office structure and IT services—including apps, web services, and systems—to facilitate the launch of a fully operational mobile payment system in a cost-effective start-up environment.

**Role:**

- **Backlog Management**, ensuring alignment with the company's vision and delivering a superior user experience.
- Leveraged the **latest technologies** to build and release a mobile payment system from the ground up.
- Conducted data analysis to generate insights and integrate Business Intelligence into decision-making processes.
- **Collaboration and Negotiation** by working closely with team members and stakeholders to craft an innovative payment system in a highly collaborative environment.

**Achievement:** Successfully managed the development and timely release of the company's Minimum Viable Product (MVP), positioning it as an innovative solution within the Mobile Payment Industry.

**Key Skills and Contributions:**

- Monitored industry trends and business performance, including financial P&L.
- Developed business models following Lean StartUp principles.
- Led commercial proposals and supported stakeholder engagement.
- Applied **Design Thinking** for product and service development, focusing on UX/UI for both app users and point-of-sale systems.
- **Leadership** as a Product Manager and Product Owner, driving initiatives to be accomplished.

MENTE TURBINADA (Games Start-up) |  
São Paulo, BRAZIL  
**PROJECT MANAGER**  
09/2014 - 02/2016

**Mission:** Lead the development and release of a comprehensive digital ecosystem, including a mobile app, website, e-commerce platform, 13 games, a back-office system, and a gamification plan. Additionally, to mentor the development team to ensure alignment with the company's vision.

**Role:**

- **Team Management**, focusing on creating customer-centric products that aligned with the Gamification Plan and Training System requirements.
- **Write User Stories** to guide the development process, ensuring they were tailored to the project's goals.
- **CX:** Played a pivotal role in implementing a gamification strategy designed to enhance user engagement and cognitive training.

**Achievement:** Successfully launched multiple digital products, inspiring both the IT and game development teams. The Gamification Plan led to over 30,000 new user registrations within three months of release.

**Key Deliverables:**

- **Web Platform:** Developed a robust website and e-commerce platform, integrated with a portal featuring games and a cognitive training program, supported by a back-office administrative system.
- **Gamification:** Designed a freemium model offering free access to

three games, with goals, rewards, performance tracking, and rankings, tailored to user profiles.

- **App Development:** Led the creation of iOS and Android apps, ensuring seamless integration with the mobile gaming hub and optimised for m-commerce on App Store and Google Play.
- **13 new Games:** Oversaw the entire game design process, from conceptualising game rules to character design, programming in Unity, and publishing across platforms.
- **Cloud strategy:** Managed server architecture through the **Microsoft Azure** BizSpark program, optimising the platform's infrastructure for scalability.

10 CRIATIVO (Digital Consultancy) |  
São Paulo, BRAZIL  
**PROJECT MANAGER**  
10/2006 - 02/2016

**Founded and managed a digital consultancy specialising in e-commerce solutions, SEO, website development, email marketing, and digital strategy planning.** The successful delivery of tailored digital solutions for a wide range of clients resulted in increased digital presence, improved SEO performance, and enhanced customer engagement for the organizations served.

**Role:**

- Led all aspects of project management, from client engagement to the successful delivery of digital marketing and development projects.
- Provided strategic digital consultancy services, helping clients enhance their online presence and achieve measurable performance improvements.
- Cultivated strong relationships with high-profile clients, including Mitsubishi Motors, AstraZeneca, Adidas, Authentic Feet, EMC, Grupo Zurita, KKW Incorporation, and Mistral, securing long-term contracts.
- Oversaw the execution of various digital initiatives, ensuring alignment with client goals and industry best practices.

**Achievement:** Successfully grew 10 Criativo over a decade, establishing it as a trusted partner for numerous small to large organisations. The company's reputation for delivering high-quality digital solutions led to its rebranding as IOPASS TECNOLOGIA in early 2016.

RECURSO DIGITAL (co-founder |  
software house) | São Paulo  
**PROJECT MANAGER**  
02/2004 - 09/2006

Start-up focused on developing digital platforms for Incentive Marketing campaigns, supporting Incentive Marketing Agencies to deliver an innovative digital approach for their clients.

- **Achievement:** deployment of numerous portals to operate digital campaigns, leading about 20 developers and designers, while coordinating each project.
- **Processes:** workload prioritisation, team engagement, and UX/UI design guidance.
- [www.recursodigital.com.br](http://www.recursodigital.com.br)

Bramidia Digital Studio | Sao Paulo,  
Brazil  
**SENIOR WEB DESIGNER**

Leveraged the web design capabilities in a new Digital Agency, growing in a competitive early 2000s digital industry, with a focus on the luxury industry and fashion.

11/2002 - 01/2004

- Developed and implemented innovative web designs for a variety of client projects.
- Interactive web design development with Flash
- Created and designed functional websites to customers' specifications.

Microservice Digital | Sao Paulo, Brazil

### **Web Designer**

11/2000 - 09/2002

Supportive role supporting the largest company in this industry to step into the digital era with a corporate website and product hot sites using the latest technologies, like CSS and Macromedia Flash.

- Designed logos, icons, images, and banners for websites.
- Interactive website design
- Developed style guides for website navigation menus, page layouts, fonts, colours and graphics.

Escalena | Sao Paulo, Brazil

### **Web Designer**

06/2000 - 11/2000

- Web Designer services supporting the development and maintenance of e-commerce websites.
- Designed logos, icons, images, and banners.

## Certifications

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- Skillsoft: Track 2: Scrum Product Owner | Dec 2023
- Skillsoft: Track 1: Scrum Team Member | Sep 2023
- Atlassian: Jira Fundamentals Badge | April 2023
- Skillsoft: Scrum Team Member to Scrum Product Owner (2022 Update)
- Brainworks: Essentials of Product Management | Nov 2022

## Education

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ICL Business School | Auckland – New Zealand

### **M.D.**

11/2022

Escola Superior de Propaganda e Marketing | São Paulo – Brazil

### **Postgraduate: Marketing Strategy & Communication**

07/2008

Mackenzie University | São Paulo – Brazil

### **Bachelor: Social Communication – Advertising & Creativity**

12/2000

## Languages

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- Portuguese (native)
- English (IELTS 7.0)
- Spanish
- French

## **Voluntary Work**

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DIGITAL CONSULTANT, INSTITUTO POR MAIS ALGUÉM, São Paulo – Brazil, 03/2007, Present, Voluntary Work - support to all digital demands of the P+A institute & Web Sites development: - <http://www.pormaisalguem.org.br> - <http://www.umpasseparaeducacao.org.br>

## **Hobbies and Interests**

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I had a lot of fun as a member of several Rock bands, playing electric guitar & singing for a lifetime. I am proud of having recorded authorial albums and performed with some of the finest musicians of the age.

## **References**

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References available upon request.