

# Gabriel Teixeira

Senior Product Manager | AI & Product-Led Growth

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## SUMMARY

Ex-founder and product leader with 15+ years building digital products and scaling businesses.

I focus on the intersection of Product-Led Growth, Go-To-Market strategy, and revenue. With a strong foundation in AI integration, UX/UI, and system logic, I speak the native language of developers and designers, eliminating silos and reducing delivery friction.

I founded and scaled a digital agency to acquisition, directed global product and marketing at an AI consultancy, and shipped enterprise platforms for brands like Mercado Libre and Geely, bringing extreme ownership to ship high-impact products rather than just managing a backlog.

## SKILLS

**Product & Commercial Leadership:** Product-Led Growth (PLG), Go-To-Market (GTM) Strategy, Product Lifecycle Management, Revenue Optimization (CAC, LTV, Retention), Strategic Planning, Cross-functional Leadership.

**Data & Product Analytics:** Product Analytics (PostHog, Google Analytics GA4), Business Intelligence (BI), Data Visualization (Looker Studio, Power BI), ROI Analysis, Data-Driven Decision Making.

**AI & Digital Transformation:** AI Tools Integration, Process Automation (Make/Zapier), Technical Product Fluency, Digital Transformation.

**Design & User Experience:** UX/UI Design, Product Discovery, Figma, Consumer Behavior.

## PROFESSIONAL EXPERIENCE

### Co-Founder & Board Advisor

**OROZ Event Technology** | Sao Paulo, Brazil - Remote

Feb/2026 - Present

Co-founded and scaled an event-tech startup delivering high-performance, modular digital solutions and interactive web/mobile applications for major enterprise brands.

- **Enterprise Delivery:** Engineered a dual-flow web platform for market players like Mercado Libre, successfully supporting a peak of 105,000 simultaneous users with zero downtime in under 6 weeks.
- **Market Entry Growth:** Directed the product design and launch of an exclusive mobile web app for global automotive group Geely's market entry, capturing 5,000 qualified CRM leads and driving 42,000 digital interactions.
- **Strategic Advisory:** Transitioned operational leadership to the board after validating core products and setting up the long-term portfolio roadmap.

## Director of Product and Marketing

Valere | Boston, USA – Remote

Apr/2025 to Feb/2026

Selected by Valere's founders to architect and launch a new AI-driven qualitative insights platform from scratch, targeting Fortune 500 and high-growth startup segments.

- **Product Strategy:** Defined the end-to-end product vision, strategic roadmap, and 5 core execution workstreams in direct alignment with the founding team.
- **Execution & MVP:** Spearheaded the delivery of the generative AI MVP (Dactic AI), successfully reducing user interview processing time by 60% while balancing automated tech with human insights.
- **Leadership & Scale:** Managed international cross-functional squads (Product, Engineering, Design, Research) across 3 countries and built the operational infrastructure using Make, Monday, and Notion to streamline workflows.

## Head of Marketing & Innovation (Growth PM)

AP Ponto | Belo Horizonte, Brazil – Remote

Mar/2024 to Abr/2025

Brought in to lead digital transformation, customer journey optimization, and data-driven performance strategies for a major real estate/construction enterprise, managing a \$2M (BRL) annual budget

- **Growth Optimization:** Spearheaded a comprehensive Go-To-Market strategy that successfully reduced Customer Acquisition Cost (CAC) by 25% through data-driven performance and automated infrastructure.
- **Digital Transformation:** Executed full customer journey re-engineering, integrating modern user experiences that lifted company Net Promoter Score (NPS) by 30%.
- **AI & Efficiency:** Optimized internal operational processes by integrating AI automation tools, cutting software costs, and significantly increasing cross-team execution speed.

## Head of Digital Products

BTO Group | Sao Paulo, Brazil – Remote

Fev/2023 to Mar/2024

Retained post-acquisition of Deploy to lead digital product lifecycle management, focusing on transforming custom software into a scalable SaaS platform for digital and hybrid events.

- **SaaS Product Lifecycle:** Coordinated the full lifecycle of the corporate event SaaS platform, acting as the lead PM to ensure on-time and in-scope technical delivery.
- **Team Leadership:** Recruited, structured, and managed a high-performing engineering and design squad, implementing agile methodologies to boost team adaptability and output collaboration.
- **Post-Acquisition Integration:** Integrated legacy tech stacks and customer portfolios smoothly following the acquisition, expanding the parent group's market competitiveness.

## CEO & Co-Founder / Product Lead

Deploy Digital Agency | São Paulo, Brazil – Hybrid

Dec/2019 to Feb/2023

Founded, scaled, and managed an end-to-end digital agency and product studio from zero to \$3M (BRL) in revenue, leading to a successful corporate acquisition by BTO Group.

- **Business Scaling:** Built and scaled a profitable B2B operations engine from scratch, securing a cross-functional team of 20+ professionals and fostering an extreme ownership culture.
- **Product Delivery:** Managed digital product development streams (mobile apps, enterprise websites, and web tools) with a heavy focus on user experience, conversion, and minimalist UX/UI design.
- **Enterprise Client Acquisition:** Pitched, won, and shipped high-impact digital initiatives for tier-1 regional corporations like Claro and TOTVS, ensuring top-tier retention and satisfaction rates.

**Key Technologies and Tools:** Google Ads, Meta Ads, CRM Platforms, ERP's, Google Sheets, Snov.io, Keynote.

## Head of Growth

Keepi Dashboards | São Paulo, Brazil – Hybrid

Aug/2019 to Dec/2019

Led user acquisition, retention, and growth loops for an early-stage B2B SaaS startup specializing in marketing data and real-time visualization dashboards.

- Executed growth strategies that increased user acquisition by 40%, optimizing SEO and ad campaigns.
- Redesigned key product features to better align with customer needs, improving satisfaction rates.
- Conducted A/B testing with Intercom and Google Analytics, enhancing campaign performance.

## Head of Digital Projects

Avantgarde Group, São Paulo, Brazil – On Site

Oct/2018 to Aug/2019

Selected to architect, build, and lead the brand-new Ads and Digital Business Unit for a global leader agency, driving net revenue growth and product innovation

- **Business Unit Launch:** Created and scaled a new digital business stream from scratch, driving a massive 50% increase in the entire company's annual revenue within its first year. AI
- **Product Delivery:** Spearheaded the technical lifecycle and development of an AI-powered customer service chatbot utilizing IBM Watson, cutting user response times by 60% and boosting satisfaction metrics for a major enterprise client.
- **Omnichannel Strategy:** Directed high-budget, multi-channel advertising initiatives (TV, Radio, Online, and OOH) to accelerate brand awareness, and curated key strategic tech reports for major financial clients like Santander after attending SXSW.

## EDUCATION

### International Executive MBA

FIA, Sao Paulo, Brazil

Oct/2024 to Apr/2026

### Bachelor of Advertising

Centro Universitario FMU, Sao Paulo, Brazil

Jan/2014 to Dec/2018

## CERTIFICATES/COURSES

**Product Leadership**, Tera

Nov/2023

**Product Marketing Manager**, Tera

Apr/2024

**Full Stack Development**, OneBitCode

Jan/2022

**Digital Intelligence**, Harvard Business School

Fev/2025

## LANGUAGES

**Portuguese:** Native.

**English:** C2 - Proficient.

**Spanish:** Fluent.