

Caroline Ferreira Gonçalves

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SKILLS

AI Product Management | Product Discovery & Delivery | PRD & Specification Writing | UI/UX Design (Figma, Lovable) | Product Marketing | Stakeholder Management | Roadmap & Prioritization | Data-Driven Decision Making | Jira | Agile | SQL | Metabase | Confluence

PROFESSIONAL EXPERIENCE

Tempo — Sr AI Product Manager

Nov 2025 – Present | São Paulo, Brazil | Hybrid

- Sole PM across an AI-powered platform that manages finances, tasks, and scheduling for ~400 B2B/B2C clients via WhatsApp AI assistants and a web panel (Cockpit), also licensed as B2B SaaS.
- Own the full product lifecycle: discovery, PRDs, UI/UX design (Figma + Lovable), delivery, product marketing, and client communications for ~12 engineers and ~30 ops staff. Define product vision and roadmap directly with the CEO and technology leadership.
- Designed and shipped a real-time Payment Notifications screen from scratch — 28+ alerts across Pix, Boletão, and TED — replacing a workflow where ops had to scan AI chat logs or wait for client complaints.
- Translated raw Celcoin error codes into actionable alerts with resolution steps, enabling a 30-person ops team to resolve issues without engineering support.
- Led product definition for an AI assistant that detects payment errors and notifies clients via WhatsApp autonomously.
- Automated task management with AI-driven follow-ups, task reopening on client reply, and a dual-comment system (external for client updates, internal for private team coordination).
- Shipped 10+ features in 6 months: payment scheduling, auto statement delivery, file attachments, weekly previews, cost center inference, approver management, portfolio tagging, AI-integrated client notes, boleto auto-fill, product comparison tool, and satisfaction surveys.
- Defined validation rules for Pix, Boletão, and TED including auto-split logic. Mapped all modules to define pricing tiers for B2B SaaS monetization.

Ploomes — Product Manager

Mar 2024 – Nov 2025 | São Paulo, Brazil | Remote

- Led a cross-functional squad of 13 (design, engineering, QA, support), managing continuous Product Discovery & Delivery, roadmap, metrics, and stakeholder management.
- Drove over R\$100K in MRR from a single client by scoping and launching a Business Merge feature in 45 days.
- Reduced average search response time by 75% by launching a full-featured Global Search driven by usage data and user feedback.
- Implemented the first structured PRDs using User Stories and MoSCoW. Mentored junior team members in discovery and documentation.

Qulture.Rocks (UOL company) — Product Manager

Oct 2023 – Mar 2024 | São Paulo, Brazil | Remote

- Shipped an AI-powered performance review interpretation feature — generating automated summaries with suggested next steps for individual development plans, streamlining the feedback process for managers.
- Led the company's first churn study, validating hypotheses with data to guide the 2024 growth strategy.
- Managed Product Analytics migration (Mixpanel to GA4) and co-led implementation of a data-driven culture.

Qulture.Rocks — Associate Product Manager

May 2022 – Oct 2023 | São Paulo, Brazil | Remote

- Structured product usage analysis, dashboards for usability funnels, and a holistic customer feedback process unifying Sales, CS, and Product.
- Created the company's metrics dictionary and collaborated on product OKR definition.

VMK Holding / Construtora Stéfani — FP&A Analyst

Jul 2019 – Apr 2022 | Ribeirão Preto, Brazil

- Budget planning for 36 franchises, cash flow analysis for 180 projects, and feasibility studies for new ventures.

EDUCATION

University of São Paulo (USP) — Business Economics & Controllershship (2017–2021)

Tera — Digital Product Leadership (2023)

LANGUAGES

English — Fluent (C1) | Spanish — Intermediate (B1)

ADDITIONAL

Volunteer math teacher at USP's Cursinho Social | Calculus I tutor at FEARP/USP | President of Nexos Gestão Pública (30 students, 5 academic projects)