

Paulo Machado

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Summary

Senior Product Manager with 7+ years of experience bridging complex technical architectures with user-centric product strategy. Proven track record in establishing product-driven cultures within enterprise environments (Oracle, Dell), specializing in full-cycle product discovery and data-informed roadmap execution. Experienced in leading cross-functional teams through complex migrations and feature deliveries, with a focus on technical strategy, PRD excellence, and aligning long-term product roadmaps with enterprise-scale objectives.

Education

FEDERAL UNIVERSITY OF CEARÁ—UFC
Bachelor of Computer Engineering.

Fortaleza, CE.
Jan. 2015–July 2019

UNIVERSITY OF FORTALEZA—UNIFOR
MBA, Management with Business Intelligence and Big Data.

Fortaleza, CE.
Aug. 2019–Nov. 2021

CEARÁ STATE UNIVERSITY—UECE
M.Sc., Computer Science (Software Engineering).

Fortaleza, CE.
Jan. 2024–Dec. 2026

CEARÁ STATE UNIVERSITY—UECE
MBA, Project Management.

Fortaleza, CE.
Dec. 2024–June. 2026

Experience

Product Manager @ ORACLE Remote
Nov. 2024 – Present
Helping Oracle's hospitality POS, Symphony, provide solutions in multiple countries involves translating technical requirements into development items and designing the system's architecture.

- Mapped complex business requirements to enterprise-scale technical architectures and validated solutions with stakeholders.
- Translated high-level business needs into actionable development roadmaps for engineering teams.
- Guided cross-functional squads through system integration optimization and solution validation.
- Engaged deeply in technical execution, including log analysis and system validation to ensure business alignment.

Product Manager @ Mentoro Remote
Sep. 2023 – Nov. 2024
Managed customer lifecycle journey (onboarding, subscription, and cancellation flow) to improve product metrics and results. I also helped in the web product migration to mobile applications and managed the product data analytics using Amplitude.

- Interacted with design, development, and quality teams to identify requirements, create prototypes, and define technical specifications for features.
- Collaborated cross-functionally on go-to-market strategy, aligning Product, Marketing, Sales, and Customer Success to define positioning, launch plans, and success metrics.
- Led the redesign of user onboarding, reducing account creation time by 44% and increasing user activation by 36%.
- Managed the product backlog by translating requirements into development items, using JIRA and Notion for documentation and tracking.
- Created and maintained the PRD (Product Requirements Document) and product roadmap, aligning with the product vision and long-term planning.

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Remote

Product Manager @ Dell Computers

Oct. 2019 – Sep. 2023

Managed scope, strategy, and roadmap definition for +9 Dell's R&D projects in partnership with research and development institutes. Collaborated with global cross-functional teams to drive the discovery and delivery of features and products.

- Led 5+ cross-functional teams (40+ members) in UI/UX revamp of 9+ R&D products, delivering 85%+ of features on schedule
- Integrated AI models and advanced data visualization into internal products, improving decision-making efficiency by 40%.
- Established and tracked OKR/KPI frameworks across multiple product lines, enabling data-driven prioritization and resource allocation.
- Conducted extensive product discovery through benchmarking, user interviews (100+ sessions), and prototyping.
- Consolidated the OKRs and KPIs to track the success metrics and the delivery progress.

Fortaleza, CE.

System Analyst @ Polibrás Software

Nov. 2017 – Oct. 2019

Participated in the entire software development lifecycle, gathering requirements from customers across various sectors, mapping database schemas, and conducting both manual and automated tests.

- Translated business requirements into technical specifications for B2B web/mobile applications.
- Formulated user stories according to business rules and performed the prioritization of tasks to report technical difficulties, and addressed failures or enhancements to the development team.
- Identified service communication failures by analyzing shell script logs and querying information on databases such as Oracle, SQL Server, and PostgreSQL.
- Planned and executed tests and repaired system failures using shell script, PLSQL, and procedures.

Fortaleza, CE.

IT Developer Intern @ Federal University of Ceará

Jan. 2016 – Nov. 2017

Participated in the IT internship program of the Federal University of Ceará, for IT & engineering students, in development labs and research institutes, helping to develop institutional web applications and IT infrastructure.

- Developed and maintained web applications using Java and JavaScript.
- Maintenance and management of computer cluster infrastructure.
- Research on open-source cloud solutions.
- Research of automated tests.

Courses & Certifications

Certification and Courses:

1. A-CSPO—Certified Advanced Scrum Product Owner (Scrum Alliance)
2. CSPO—Certified Scrum Product Owner (Scrum Alliance)
3. CSM—Certified Scrum Master (Scrum Alliance)
4. Product Management Course (PM3)
5. Google Analytics 4 (Google)
6. Scrum Foundation Professional Certificate (SFPC)
7. Scrum Fundamentals Certified (SFC)

Skills

Language: Native Portuguese, C1 Advanced English, B1 Intermediate Spanish

Agile Frameworks: SCRUM, SAFe, Lean, XP.

Software: JIRA, Confluence, Azure DevOps (TFS), Figma, Miro, G Suite, Microsoft Office, Google Analytics, Amplitude, Power BI, and Microsoft SQL Server.

Programming Languages: Python, Java.

Database, Data Analytics and DevOps: Advanced SQL Skills, PostgreSQL, Oracle, MongoDB, AWS, Azure, Jenkins.