

Thiago Faria Medeiros

Product Manager

São Paulo, Brazil | [LinkedIn](#)

I'm a Product Manager who turns ambiguous, high-stakes problems into shipped digital products — in wellness, insurance, and highly regulated environments.

At Fully (a Prudential-backed digital wellness platform), I led product initiatives for a platform serving 100,000+ users. I designed and validated a gamification mechanic from scratch — building a working probability-engine proof of concept in Python in one week to solve a real business problem (moving from an unpredictable pay-as-you-go cost model to a fixed, budget-safe one), while working closely with Legal to keep it fully compliant with Brazilian prize-law restrictions. I also led the internal build of a new rewards-calculation engine that replaced an external vendor, generating multi-million-dollar annual savings (USD), and the migration to a new CMS that avoided a significant annual vendor renewal cost (USD) under a hard deadline. Along the way, I built a self-service admin portal that cut voucher setup time from a full day to minutes for corporate partners.

Earlier, at Prudential International (through Accenture), I led product management for a global digital insurance platform, coordinating engineering, design, and business teams across Brazil, China, India, and the U.S. I sequenced three cross-sell insurance launches to Prudential's existing customer base — starting with a new product that doubled adoption, then extending into an insurance product for policyholders' children (navigating minor-specific legal and underwriting constraints) and a mass-market, lower-ticket product line. I also led a multi-country vendor selection process across 7 providers, building the financial and technical evaluation framework used to make the final decision.

My background also includes leading delivery for a 60-person team supporting a critical identity and access management platform for a major Brazilian bank, and years of hands-on work in software engineering, agile transformation, and enterprise delivery — experience that shapes how I evaluate product decisions: through customer value, technical feasibility, operational risk, and business impact at the same time.

Core areas: Product Strategy | Product Discovery | Product Roadmap | Prioritization | Digital Platforms | B2B & B2B2C Products | Cross-Sell Strategy | Regulated Products | Proof of Concept | Systems Integration | Cross-Functional Leadership | Stakeholder Management

I'm particularly interested in Product Manager opportunities in insurance, financial services, wellness, and B2B/B2B2C digital platforms.

EXPERIENCE

Product Manager, Fully

Apr 2025 — Present

Prudential Financial

São Paulo, Brazil

Led product management for Fully's wellness platform (100,000+ users), reporting to the VP of Marketing, Products & Operations, and drove the company's transition from a non-product-oriented structure to a dedicated product organization.

- Designed and validated a new rewards mechanic (Spinwheel) from scratch, moving the platform from an unpredictable pay-as-you-go cost model to a fixed, budget-safe one. Built a working probability-engine proof of concept in Python in one week, working closely with Legal to ensure full compliance with Brazilian prize-law restrictions — the POC was validated as production-ready and later became the reference design implemented by IT.
- Led the internal redesign of the platform's core rewards-calculation logic, replacing an external vendor and generating multi-million-dollar annual savings (USD); took over ownership of the initiative mid-stream and redesigned it under three hard constraints (simplicity, IP-risk avoidance, user experience) after a triggering business event — the solution shipped to Prudential's production app.
- Led the CMS migration to a new multi-tenant, multi-country, multi-language platform (PT/EN/ES), avoiding a significant annual vendor renewal cost (USD) under a non-negotiable deadline; worked directly with Engineering on API-level solutioning to cover gaps in the underlying platform.
- Designed and shipped a self-service admin portal MVP for corporate partners, reducing voucher-configuration time from a full day to minutes — scoped through cross-functional discovery involving nearly every area of the company, in anticipation of scale from a new Mastercard marketplace partnership.
- Led product strategy for loyalty and rewards integrations (Livelo points exchange, third-party experience vouchers), a telemedicine partnership, and Prudential life-insurance policy issuance.
- Recognized by the CEO and board for maintaining delivery momentum and team stability throughout the company's wind-down process.

Product Manager

Apr 2025 — Present

Fully Ecosystem

São Paulo, Brazil

Engaged through Prudential Financial as Product Manager for Fully, a wellness platform serving 100,000+ users. Designed and validated a new rewards mechanic (Spinwheel) from scratch, building a working probability-engine proof of concept in Python that became the reference design implemented by Engineering, and led the internal redesign of the platform's core rewards-calculation logic, replacing an external vendor and generating multi-million-dollar annual savings. Recognized by the CEO and board for maintaining delivery momentum and team stability throughout the company's wind-down process. Full role details under my Prudential Financial position.

Delivery Manager

Aug 2024 — Apr 2025

act digital

São Paulo, São Paulo, Brasil

Led delivery for the A3C program, Bradesco's Access, Authentication & Authorization (CIAM) platform — a mission-critical identity infrastructure serving the entire bank. Managed a team of 60 (including 7 Scrum Masters, developers, and QAs) within a 400-person account, later expanding to lead 3 concurrent projects totaling 80 people.

- Secured contract renewal with the client through hands-on client relationship management, stakeholder alignment, and crisis management — stepping in repeatedly to resolve high-stakes issues and protect trust with the bank.
- Built a custom Jira data-extraction and reporting tool to give the account granular, data-driven visibility into hours and productivity, supporting internal decision-making and negotiation strategy.
- Took the team from 32nd to top 20 of 50 teams in the bank's internal performance ranking within 3 months, through independent data analysis (uncovering that several individual indicators were already top-10) and a data-driven improvement plan with concrete actions per indicator, followed by a cross-team preventive reporting model.
- Directed quality and test-automation strategy for the CIAM platform, mentoring QAs to strengthen indicators on a system critical to bank-wide operations.
- Owned full people management for the team — hiring, performance, compensation, coaching and mentoring — alongside technical and process direction.

Product Manager - Prudential International (PII)

Apr 2023 — Dec 2023

Prudential Financial

São Paulo, Brazil

Engaged through Accenture as Product Manager for Prudential International, leading a global digital insurance platform with teams across Brazil, China, India, and the U.S. Sequenced three cross-sell insurance product launches to Prudential's existing customer base — starting with a product that doubled sales adoption — and led a multi-country vendor selection process across 7 providers, building the financial and technical framework used for the final decision.

Full role details under my Accenture position.

Technology Manager | Product Manager | Enterprise Agile Coach

Jun 2019 — Mar 2022

Accenture | SolutionsIQ

São Paulo, Brazil

Worked under the SolutionsIQ brand, in Brazil, as the company was acquired by Accenture.

All my experience under this period are reported on the Accenture position

Product Manager | Delivery Manager | Enterprise Agile Coach

Mar 2017 — Feb 2024

Accenture

São Paulo, São Paulo

Led product management for a global digital insurance platform (Prudential International — detailed below), plus delivery leadership, agile transformation, and business/product consulting across major clients in banking, insurance, retail, and telecom — leading teams of up to 60 people and programs of up to 300. Also worked as an agile trainer (Scrum, Kanban). Mapfre (2022)

Designed and implemented Mapfre Brazil's Agile Center of Excellence (operating model, frameworks, roles, rituals), later extending into hands-on delivery across 2 pilot projects — including a custom scaled-agile model to govern a 5-vendor, mixed Agile/Waterfall integration.

Itaú (2020–21)

Sole Business Agility lead for a ~300-person program (Accenture + client), driving governance, tooling, and OKR adoption — improving delivery predictability, dependency visibility, and cross-team communication.

TIM (2019–20)

Delivery Lead for a SAP billing module rollout using Scrum; delivered on time, on budget, and within scope (plus added scope) at under 3% defect rate, driving TDD-based test automation for ABAP that cut E2E test cycles from 1.5 days to 30 minutes. Later redesigned the operating model for a multi-vendor CRM support operation using a Kanban/Flight Levels approach.

Itaú (2018–19)

Delivery Lead for a Scrum/DevOps/microservices pilot migrating a mainframe application to a modern platform; trained the team in Scrum, BDD, and story writing.

Cogna (2018)

Agile Coach for 2 SAFe Agile Release Trains (~50–60 people each) as part of a company-wide digital transformation sponsored by the CEO; coached RTEs, Scrum Masters, architects, and developers through PI Planning and execution.

One Financial (2017–18)

Led a strategic and organizational diagnosis for a credit-systems company, identifying a core product-vs-project misalignment; redesigned team structure around product ownership, mapped skills and knowledge-concentration risk, and implemented supporting tooling and processes.

Scrum master

Jun 2016 — Mar 2017

Spring Telecom Group

São Paulo, São Paulo

Led agile delivery for a team of 15, facilitating Scrum ceremonies (Planning, Daily, Backlog Refinement, Review) and coaching the team to sustain delivery focus and business alignment.

Scrum Master

Jul 2015 — Jun 2016

Walmart.com - Brasil (Walmart eCommerce Brasil)

São Paulo Area, Brazil

Facilitated Scrum practices for a team of 16 across two critical e-commerce systems — Order Management (OMS) and Retargeting — supporting a 24/7, high-availability operation where the checkout-to-fulfillment flow (checkout → payments → inventory → accounting) required near-zero tolerance for production defects. Gained deep working knowledge of e-commerce systems architecture and business mechanics, later applying test-automation and release-discipline practices from this experience to other engagements.

Agile Coach and Trainer Tfmedeiro Consultoria Independent Agile Coach and Trainer, implementing agile methods and metrics-driven continuous improvement for clients including Leroy Merlin, Landis+Gyr, Cosin, and GVT. - Coached teams on Agile implementation, facilitating Planning, Review, Retrospective, and Daily ceremonies. - Delivered training in Scrum, Kanban, and Agile Backlog Management. - Implemented metrics to measure and drive continuous improvement of process and deliverables.	Jan 2012 — Jun 2015 <i>São Paulo Area, Brazil</i>
Senior System Analyst Hospital Albert Einstein Maintained and enhanced legacy internal software (.NET/C#) — gathering requirements, developing, testing, and deploying updates.	Feb 2011 — Oct 2011 <i>São Paulo Area, Brazil</i>
Senior System Analyst AkzoNobel Led the migration of a legacy Raw Material Chain and Approval System from Lotus Notes to a SharePoint-based web application, expanding coverage from Brazil-only to Brazil, Argentina, and Uruguay — owning the entire lifecycle solo, from requirements gathering through development, testing, and deployment. Applied Scrum practices independently to bring structure, quality, and visibility to the project despite working alone.	Mar 2010 — Feb 2011 <i>São Paulo Area, Brazil</i>
System Analyst B2Br Maintained and improved business-process software for São Paulo state company registration and São Paulo Justice Court systems (.NET/C#) — end-to-end from requirements through deployment.	Oct 2007 — Sep 2009 <i>São Paulo Area, Brazil</i>
System Analyst Credit Suisse Maintained and improved fixed-income software and infrastructure services (FTP, SharePoint, email) for the private bank; supervised outsourced development partners.	Aug 2006 — Sep 2007 <i>São Paulo Area, Brazil</i>
Programmer Petrobras Maintained and improved product quality-control and laboratory automation (LIMS) software; implemented the department's first AJAX prototype to improve user experience.	Jun 2005 — Jul 2006 <i>São Paulo Area, Brazil</i>
Consultant Softtek Developed web-based software (Classic ASP, .NET) for clients including Roche Pharmaceutical, Acesita, and AstraZeneca.	Jan 2004 — Sep 2004 <i>São Paulo Area, Brazil</i>
Internship Pirelli	Feb 2000 — Jan 2001

EDUCATION

Instituto Tecnológico de Aeronáutica - ITA <i>Post Graduation in Software Engineer</i>	Jan 2005 — Jan 2006
FIAP <i>Technologist in Information Technology</i>	Jan 2001 — Jan 2003

CERTIFICATIONS

Learning 3.0 Facilitator , Happy Melly	Jan 2014
Management 3.0 , Happy Melly	Jan 2014
CSD - Certified Scrum Developer , Scrum Alliance	Jan 2013
Lean Kanban , LKU Group Inc	Jan 2013
CSPO - Certified Scrum Product Owner , Scrum Alliance	Jan 2012
MCTS: SharePoint 2010, Application Development , Microsoft	Apr 2011
CSM - Certified ScrumMaster , Scrum Alliance	Jan 2009

SKILLS

Integração de sistemas · Python · Gestão de produtos · Estratégia de produtos · Descoberta de produtos · Digital platforms · Liderança de equipe multifuncional · Roteiro de produtos · Priorização de funcionalidades · Produtos

B2B2C · Vendas cruzadas · Prova de conceito · Gestão de stakeholders · Gestão do ciclo de vida do produto · Seguros
· Serviços financeiros · Programas de bem-estar · Indústrias reguladas · E-commerce global · Lançamento de produtos