Filipe Isaac Alvarenga e Meireles

Senior Product Manager: B2B SaaS, technical product management, API integrations, roadmapping

filipe.ia.meireles@gmail.com, linkedin.com/in/filipe-i-a-meireles, github.com/filipeisaac, São Paulo, Brazil

Summary

Product manager with more than 12 years in technical and leadership roles, most of it in B2B SaaS. I started in software and embedded engineering, and that still shapes how I run product work: integrations, data and reporting, and the trade-offs behind them. I have built a seven-figure revenue product from scratch that grew to over 60,000 users, unlocked about $400k in deals by integrating with Banquet Event Order systems, and cut about $120k a year in data infrastructure costs.

Today I lead product strategy and the roadmap for a US B2B SaaS ERP used by professional kitchens. I work from São Paulo with US teams, on US hours.

Experience

Director of Product Integration / Senior Product Manager

Oct 2023 to now

Galley, Remote, United States

Product lead at a fast-paced US B2B SaaS ERP for professional kitchens, owning the technical integrations behind seven-figure ARR.

- More than doubled ARR since joining, from new features I led directly or through the Product Manager responsible for them.
- Unlocked about $400k in deals by integrating the product with Banquet Event Order (BEO) systems.
- Unlocked about $100k in deals in the first quarter after delivering the Nice Label third-party printing integration end to end.
- Reduced data infrastructure costs by about $120k a year by optimizing how the product uses data.
- Owned product vision and roadmap with the CEO across the ERP verticals, and ran the technical data and reporting domain hands on, from design to client delivery, including writing code with Claude Code.

Director of Product Management / Senior Product Manager

Jul 2022 to Oct 2023

Galley, Remote, United States

Led 3 Product Managers and 1 designer on a seven-figure revenue B2B SaaS product in the US food industry.

- Unlocked about $100k in ARR in the first quarter by reshaping the product into a Culinary Resource Planning (CRP) tool, paving the way for long-term seven-figure ARR growth.
- Owned product strategy and the roadmap for the core Culinary Resource Planning components across multiple development teams.
- Managed and prioritized the backlog, interviewed customers, designed UX and UI, and validated new releases before launch.
- Mentored 3 Product Managers and 1 designer, and supported sales by managing strategic accounts.

Group Product Manager

Oct 2019 to Sep 2022

Avenue Code, São Paulo, Brazil

Full time with a multi-billion-dollar US food and agriculture client, as Product Manager and Agile Master.

- Built a seven-figure revenue product from scratch that became a flagship with over 60,000 users, leading 3 Product Managers and 12 developers.
- Delivered a portfolio of internal products worth more than $2 million a year in gains and savings for the client, one of them reaching $1 million on its own.
- Ran discovery with internal business areas using Design Thinking, design sprints and Lean Inception, turning operational pain points into products those areas funded.

Product Manager

Aug 2018 to Oct 2019

Cognizant, São Paulo, Brazil

Outsourced to a UK-owned TV audience measurement client, with products in Brazil and Europe.

- Supported the transfer of the engineering team and its knowledge from England to Brazil after the UK office closed, keeping maintenance and improvements running.
- Introduced an adapted Scrum and Kanban model and taught the teams to work in it.
- Chose Jira for the team, trained everyone on it, and paired with the lead developer on backlog review and prioritization.

Product Manager

Oct 2017 to Aug 2018

FCA Latam (Fiat Chrysler Automobiles), Betim, Brazil

Set up an agile squad in an automotive group new to agile development, building with Xamarin, React Native and Node.js.

Product Manager

Jul 2017 to Oct 2017

dtidigital, Belo Horizonte, Brazil

Product Manager and developer at a software consultancy: Xamarin mobile apps for Android, iOS and UWP in C# and .NET.

Co-founder and CTO

Aug 2016 to Aug 2017

Healthmiles, Belo Horizonte, Brazil

Health startup focused on exercise and preventive medicine. Won Best Team in Lemonade's Startup Program.

Product Manager

Nov 2014 to Jun 2017

Metrum Equipamentos de Medição e Testes, Belo Horizonte, Brazil

Established the R&D department for software, hardware and firmware products.

- Grew the team from 2 to 20 people and delivered 13 products.

Education

MBA in Agile Product Management, IGTI — 2021 to 2022

Digital Product Leadership, Tera — 2020 to 2021

B.Eng. in Control and Automation Engineering, Federal University of Minas Gerais (UFMG) — 2013 to 2017

Mechatronics Technician, POLIMIG — 2008 to 2010

Skills

Product	Product strategy and vision, Roadmapping, Product discovery, Customer interviews, Backlog management, KPIs and product analytics, Stakeholder management, B2B SaaS and ERP, Scrum and Kanban
Design	User experience (UX), User interface design, Design Thinking, Design sprints, Lean Inception facilitation
Technical	API and third-party integrations, Data and reporting, SQL, AI-assisted development with Claude Code, Embedded systems, Jira, Confluence, Azure DevOps

Languages and certifications

English: full professional proficiency

Portuguese: native

Certified Lean Inception Facilitator, Caroli.org (2019)

PSM I, Professional Scrum Master, Scrum.org