

MARCOS DAVID LIMA DA SILVA

Product Manager | AI, SaaS, B2B2C, Platform, Health, FinTech

Telefone: +55 48 99681-8495 | E-mail: marcoosdaviid@gmail.com

LinkedIn: linkedin.com/in/marcos-david-silva | Portfólio: marcosdavid.com

Local: São José, Santa Catarina

SUMMARY

Product Manager with 15+ years of experience in SaaS, AI-driven products, mobile apps, and B2B solutions, delivering high-impact business results through data-driven strategies. Proven ability to develop and execute product roadmaps, optimize user experience, and integrate AI to enhance efficiency. Strong background in stakeholder management, analytics, and agile product development. Experienced working with international teams, remote-first environments, and US-based clients..

KEY ACHIEVEMENTS

- **AI & Onboarding Transformation** – Reduced AI client **activation time by 54%**, **data input by 90%**, and information **retrieval by up to 96%** through scalable AI-driven architecture.
- **AI-Driven Efficiency** – Reduced **information retrieval time by 96%** (from 120s to 5s) through AI-powered internal documentation.
- **Cost Optimization** – Saved **R\$ 411K** by **optimizing messaging solutions (WhatsApp/SMS)**, cutting unnecessary costs.
- **Mobile & SaaS Growth** – Led **pricing intelligence for a marketplace**, achieving **5,000+ organic users and 50 partners**.
- **Process & Operational Improvement** – Reduced **promotion setup time by 85%** and streamlined workflows.
- **Cross-functional Leadership** – Successfully managed **multi-disciplinary teams**, aligning engineering, design, and business teams.

WORK HISTORY

Product Manager (AI)

Asksuite | 05/2025 - Present

- Led Sophia **AI product strategy**, cutting activation time **-54%**, input time **-90%**, retrieval time **-48%**.
- Scaled architecture + Booking.com integration to **5,000+** hotels globally.
- Implemented AI content & Jira governance, **improving accuracy** and execution.
- Expanded **AI adoption**: 400+ hotels, 25 countries, 3 languages, 80+ markets.

Product Manager

Simple Dental Software | 04/2023 - 02/2025 - 1 year 11 months

- Spearheaded **AI integration** to optimize support tasks, reducing information retrieval time by **96%**.
- Led **cost-saving initiatives**, cutting R\$ 411K in messaging expenses while maintaining user engagement.
- **Implemented product analytics**, leveraging data to refine features and improve business decisions.
- Standardized **agile processes (Scrum, Jira, QuickSight)** for roadmap execution and customer satisfaction

Product Manager | Co-Founder

Maria Maria App | 06/2021 - 01/2023 - 1 year 8 months

- Launched a **mobile-first pricing intelligence product**, attracting **5,000 organic users**.
- Developed **data-driven pricing models**, analyzing 2,000+ SKUs to optimize product-market fit.
- Led the **end-to-end product lifecycle**, from MVP development to go-to-market strategies.
- Managed **subscription-based revenue models**, improving **unit economics and retention**.

Product Owner | Design Lead

AltoQi Tecnologia | 02/2020 - 09/2021 - 1 ano e 8 meses

- Managed **engineering and UX collaboration** in **B2B SaaS** product development.
- Conducted **competitor analysis and market research**, influencing strategic product roadmaps.

- Led a **cross-functional squad** (UX, motion, development), ensuring timely and high-quality releases.

Design Lead

Peixe Urbano & Groupon | 05/2015 - 02/2020 - 4 anos e 8 meses

- Directed **UX and design strategies** to improve conversion rates and user engagement.
 - Led a team of **2 designers**, optimizing creative workflows and increasing productivity by 300%.
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EDUCATION

- Postgraduate in Product Management – BBI (2021 – 2023)
 - Specialization in Marketing Management – Be Academy (2022 – 2023)
 - MBA in Communication and Marketing in Digital Media – Estácio de Sá (2018 – 2019)
 - Bachelor's Degree in Graphic Design – Estácio de Sá (2009 – 2015)
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HARD SKILLS

- **Product Strategy & Roadmap Execution** (RICE, SWOT, Design Thinking)
 - **AI & Automation** (Python, APIs, LLMs, AI-powered knowledge bases)
 - **Mobile & SaaS Product Development** (Subscription models, user growth, analytics)
 - **Agile Methodologies** (Scrum, Kanban, Jira, Confluence)
 - **Analytics & BI** (Google Data Studio, Basic SQL, QuickSight, A/B Testing)
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SOFT SKILLS

- Leadership & Team Collaboration
 - Strategic Thinking & Decision-Making
 - Data-Driven Problem Solving
 - Client Relationship & Stakeholder Alignment
 - Strong Written & Verbal Communication
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LANGUAGES

- Native Portuguese
 - Advanced English
 - Intermediate Spanish
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ONLINE PRESENCE

- Site: <https://marcosdavid.com/en/home/>