[Felipe Tani] Senior Product Marketing Manager

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[Summary]

A Senior Product Leader with a proven track record of launching successful and innovative products to the market, with tools as FGI and market research to understand the target audience, market trends and strategically differentiating the product from competitors. A thought leader in tune with industry trends supporting sales channels with customer decision making process to increase sales. Excellent communication and interpersonal skills, used to a multicultural environment collaborating with cross functional virtual teams to align the product development and marketing efforts.

[Professional Experience]

Professional transition in Europe

ISS A/S, Denmark

Project Team Lead   *01/2019 – 12/2022*

Agile project management daily using Confluence, Jira, and its tools such as Kanban and Sprints. Developed a database monitoring tool using Python/SQLite as the backend and Microsoft Power BI as the frontend.

Regional Migration Lead   *09/2018 – 12/2018*

Guided multiple major clients through the process of transitioning to a new approach, considering each client's specific needs.

Roche Diabetes Care, Spain

Software Test Manager   *05/2018 – 09/2018*

Created and executed all the acceptance tests (SIT / UAT) to have the ServiceNow IT solution implemented in the company.

Rollout Project Manager   *05/2017 – 11/2017*

Led the software and hardware upgrade for the company's branches in Austria, Brazil, and Japan during a company-wide upgrade.

Microsoft, Brazil

Product Marketing Manager   *05/2014 – 09/2016*

Managed the Windows Phone product line to mobile operators, distributors, and major retailers. Product roadmap and portfolio presentation to clients during negotiations of volume and market share. Creating a roadmap for accessories such as covers, speakers, earphones, and headsets. Provided product support to the Microsoft Store operation and acted as a liaison with specialized media for interviews.

Skills:

- Market research and competitive analysis
- Collaboration with SW dev and product homologation
- Product positioning
- Go-to-Market
- Product roadmap presentation
- Purchasing funnel
- Support to Sales, Trade Marketing and Training Teams
- Product Lifecycle Management
- Phase-in and phase-out strategy
- Cross-functional virtual teams

Achievements:

- Launched the portfolio powered by the Windows 10 mobile version and accessories in Brazil sustaining the brand's market share during the period.
- Launched the Nokia X series to the market, breaking an industry paradigm.

Samsung, Brazil

Product Marketing Manager   *01/2013 – 03/2014*

Matrix cross functioning responsible internally for the mid-tier product portfolio to all clients, including operators, and for the full product portfolio presentation to all major retailers and distributors. Utilizing findings from local market research and conducting focused group interviews (FGI) as supplementary sources of information, to determine the product portfolio, launch dates, and pricing.

Skills:

- Market research and competitive analysis
- Collaboration with SW dev and product homologation
- Product positioning
- Go-to-Market
- Product roadmap presentation
- Support to Sales and Trade Marketing
- Product Lifecycle Management
- Phase-in and phase-out strategy
- Cross-functional teams

Achievement:

- Part of a team which successfully launched a triple SIM phone into the marketing together with a companion app targeted to amplify the perceived value of the mobile phone.

LG Electronics, Brazil
Product Owner 01/2010 – 01/2013

Led a team of software developers working within the Scrum framework with the objective of increasing the perceived value of the LG brand in the point of sales and the overall satisfaction of our customers. My scope was all telecom operators in Latin America, and we also developed very successful mobile applications for the global market. Presenter of the company's technology roadmap to all big telco operators.

Skills:
- Market research
- Team management
- Scrum framework
- Technology roadmap
- Mobile software development
- Cross-functional and cross BU virtual teams

Achievements:
- Started the Contents, Applications & Services team in Brazil within the Latam R&D Lab.
- Played a key role in launching several successful products, including "Smart Truco", a cutting-edge game compatible with LG Smart TVs.

LG Electronics, Brazil
Product Marketing Manager 07/2008 – 01/2010

Managed the complete mobile phone portfolio responsible for making it unique for each of the four big sales channels in the market using customization and launch windows. This was the pre-smartphone era, and the market was very geared toward hardware customization.

Skills:
- Market research and competitive analysis
- Collaboration with SW dev and product homologation
- Product positioning
- Product roadmap presentation
- Support to the Sales Team
- Product Lifecycle Management
- Phase-in and phase-out strategy

Achievement:
- Cross working with the HQ's New Product Introduction team as a local expert to launch the "LG Chocolate" phone's successor, the LG BL-40.

Vivo (Telefónica branch), Brazil
Product Marketing Manager 01/2004 – 03/2008

Collaborated with OEMs to support the development of their products and ensure compliance with our technical prerequisites and with the company's launch strategy. This involved portfolio and vendor management, including the collection of information from all vendors regarding their products.

Skills:
- Vendor management
- Technical specifications
- Data services
- Request for Information (RFI)
- Cross-team work
- Internal support

Achievements:
- One single Request for Information (RFI) template to fit all the company's information needs.
- Part of a team responsible for the successful launch of several iconic products, including the Motorola V3.

Okayama Province Industrial Technology Center, Japan
Trainee 07/2002 – 03/2003

Worked on research and consulting to companies at the final stage of development of their products, such as Mazda and Sanyo.

[Certification]

LPIC-1 – Linux System Administrator • Linux Professional Institute *2023*
Scrum Master Certified • Scrum Manager *2023*
Product Owner Certified • Scrum Manager *2023*
Certified Data Scientist • ICF Índice Consultoría y Formación *2022*
EU General Data Protection Regulation Foundation • IBITGQ *2018*
Professional Scrum Product Owner • Scrum.org *2017*

[Education]

Master of Business Administration (MBA) • Fundação Getúlio Vargas (FGV), Brazil
Electrical Industrial Engineering Degree (B.E.) • Universidade Federal de Santa Catarina (UFSC), Brazil

[Languages]

Portuguese (native) • **English** (fluent) • **Spanish** (fluent) • **Japanese** (advanced) • **German** (basic)