

Gabriel Gomes

Sao Paulo, Brazil

<https://www.linkedin.com/in/gabrielaugustogomes>

+55 13 97403-2992

gabrielaugustodm@gmail.com

Summary

Product Manager with over 13 years of experience across fintech, SaaS, and consulting, blending a technical foundation with a passion for crafting user-focused products. I hold a post-graduate degree in Service Design, which strengthens my ability to bridge business goals with customer experience. I began my career as a developer, pivoted into product after an international scholarship in tech and innovation, and never looked back. Since then, I've led cross-functional teams, worked across industries and continents, and built products that are simple, scalable, and rooted in real customer needs.

Experience

SumUp / Senior Product Manager, Invoices

December 2021 - August 2025, Copenhagen, Denmark

- Launched SumUp Invoices in Brazil and Australia, ensuring regulatory compliance and local market fit
- Led invoicing initiatives in Germany (B2B/B2G), Spain (FacturaE, Basque region) via Invopop integration and Italy (SDI) via direct integration
- Improved integrations between Invoices and SumUp Business Account, boosting bank transfer payments by 38% through instant, fee-free settlements
- Launched the Invoices subscription offer from 0 to 1, reaching ~45% of the user base and generating ~€1.9M ARR within two years
- Streamlined payment reconciliation and invoice status tracking using Open Banking APIs, reducing manual effort for merchants
- Shaped post-sale invoicing flows, unlocking new activation channels
- Improved mobile activation and accessibility across interfaces (POS, SuperApp, web), driving growth in active users

HandMade Design (acquired by Thoughtworks) / Senior Product Manager

October 2020 - November 2021, Remote

- Responsible for the New Business teams, product discovery and ongoing customer journey mapping (Santander Brazil)
- New user onboarding experience through experimentation, a/b testing and user research (Guide Investimentos)
- User research focused on personas and user journey mapping (OLX Brazil)

Porsche Consulting / Innovation Consultant

November 2018 - July 2020, São Paulo, Brazil

- Used my background with Product Management and Service Design to help clients from various industries (Mobility, Hospitality, Tourism, Construction, Mining, etc.) develop strategies with a human-centered mindset
- Facilitated product vision workshops, customer journey design and analysis, design sprint and lean inception sessions
- Worked closely with executive stakeholders and led steering meetings for C-level audiences to align on strategic priorities and product direction

Wavy Global (acquired by Sinch) / Product Manager

January 2018 - November 2018, São Paulo, Brazil

- Worked with the LatAm product team at Wavy Global: focus on mobile content, TV and telecom partnerships (Record TV, SBT, Vivo, Claro, TIM, Oi) and trivia games.
- Direct leadership of 4 product/design people. Responsible for monthly 1:1s, IDPs and coaching

SKY Brazil / Product Owner

June 2016 - December 2017, São Paulo, Brazil

- First PO for Digital Transformation in Brazil. Focused on mobile apps and chatbots, squad leading and product discovery
- Responsible for the development of the first AI-assistant (K. digital assistant) for VOD content using Machine Learning

Contele / Lead Mobile Developer

May 2012 - July 2014, Santos, Brazil

- Started as an intern with no professional experience with programming
- Focused on the development of apps with GPS tracking, responsible for the development of team managers apps, service orders and instant messenger

See more of my 13 years professional experience in

<https://www.linkedin.com/in/gabrielaugustogomes/>

Education

- **Positivo University / Service Design**

Postgraduate, 2018 - 2019

- **University of Colorado / Computer Science**

(Exchange program, 2015 - 2016)

- **Sao Paulo State Technical College / Computer Systems Analysis**

Graduation, 2012 - 2016

Skills

Industry Knowledge: Agile, UX Research, Open Banking, eInvoices, Mobile Devices and Web Services

Tools & Technologies: Google Analytics, Mixpanel and SQL

Languages: Portuguese (native), English (fluent) and Spanish (basic)