



## Gabriel Gambarini Cunha

### CONTACTS

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### WEBSITE

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### LINKEDIN

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### SKILLS

Product Management -  
Leadership - Product Strategy -  
Problem Solving - Critical  
Thinking - B2B - Strategic  
Planning - Stakeholder  
Management - B2C - Product  
Growth - Roadmap - Agile  
methodologies

### EDUCATION

- Bachelor's Degree,  
Technology in Developing  
Information Systems from  
*UTFPR - Universidade  
Tecnológica Federal do  
Paraná*

### CERTIFICATIONS

- Brand Management: Aligning  
Business, Brand and Behavior  
*from University of London*
- Growth for PM *from One  
month PM*
- Design thinking *from IDEOU*
- Blockchain A-Z™ *from  
Udemy*
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## Summary

Experienced product leader with 9+ years of experience driving strategy and building innovative products, complemented by 15 years in the tech industry. Demonstrated expertise in managing teams, defining roadmaps, and delivering exceptional customer experiences in SaaS for both B2B and B2C markets. A strong technical foundation, combined with business acumen, fuels my passion for creating cutting-edge solutions. Skilled in collaborating with C-level executives, marketing teams, and technical communities to ship best-in-class products, with a sharp focus on AI trends and opportunities.

## Professional Experience

**Head/Principal Product Manager (B2B) at Daimler Trucks** (via KI challengers) - 01/2023 - Present  
*Digital solutions for managing electric trucks' charging operation.*

- Developed a comprehensive global product vision and strategy, resulting in 25% more value delivered to end-customer per quarter.
- Increase revenue from eMobility digital services by successful bootstrapping of 2 new products and converting 1 large free tier customer per region (US, Europe and Asia) to a paying customer. Demonstrating a keen ability to identify market opportunities, lead cross-functional teams, and bring innovative solutions to market.
- Elevated the product team capabilities by coaching product managers through weekly individual sessions, leading to the successful implementation of strategic initiatives.

**Head of Product (B2B) at WTX** (via KI challengers) - 01/2022 - 12/2022  
*Digital trading platform for heavy-duty vehicles*

- Achieved the first 100 trucks delivered to customers by getting buyers activation rate to 30% and engagement rate to 20%.
- Structure the Product department from scratch by setting up the product processes and best practices, hiring and training the Product Team, and establishing cross-department collaboration and communication channels.
- Set up product vision and strategy aligned with the company objectives and customer needs. Defining go-to-market strategy and measurement of success.

**Lead Product Manager (B2B) at CloudMobility** (via KI challengers) - 10/2020 - 12/2021  
*Cloud technology solutions for developers in the mobility industry.*

- Identified and addressed key customer pain points, enhancing product growth as evidenced by a 10% increase in customer adoption rates resulting on the onboarding of 2 new large paying customers.
- Defined the product-led growth strategy and measurement of success. While fostering alignment with key internal stakeholders via well defined product vision and strategy.
- Hands-on Product discovery, product solution scoping and validation, and delivery.

**Head of Product (B2B) at Altagram Group** - 05/2019 - 12/2019

- Led the development of an AI-driven Game Localization platform from the ground up, creating product vision strategy and objectives that led to securing external funds (2 million euros) for the company.
- Managed a project budget of over 2 million euros, ensuring return on investment by overseeing cost-effective decision-making, optimizing resource allocation, and delivering a platform that exceeded industry standards in terms of functionality and user experience.
- Hired and managed a cross-functional team, resulting in the successful delivery of platform milestones, measured through on-time product releases.

**Founder (B2B2C) at Olife** - 10/2016 - 04/2019

- Bootstrapped a start-up that facilitated smartphone-based orders and payments in restaurants, increasing customer satisfaction, as evidenced by positive feedback and improved customer experience metrics. Onboarding 3 paying restaurants and 100+ transactions via the app.
- Drove end-to-end product discovery and development, leading to market breakthroughs of our first product, measured by customer adoption and activation rates.
- Successfully acquired clients (restaurants) and pitched to investors, contributing to the validation of our product market fit and market potential.

**Head of IT & Product (B2C) at Global Leads Group** - 04/2015 - 01/2017

- Assembled and led a high-performing cross-functional team, resulting in increased product development efficiency and collaboration, as observed through streamlined processes and enhanced team cohesion.
- Led the development of company products using agile methodologies, leading to improved time-to-market and responsiveness to market demands, as evidenced by successful and timely product releases.
- Oversaw the roadmap and ensured alignment with the management board, achieving a cohesive strategic direction and improved decision-making, measured by the successful execution of key milestones and positive feedback from stakeholders.

**Web developer** at Global Leads Group and other companies - 06/2008 - 04/2015