



# ALEXANDRE MONTEIRO DE MELLO

## Product Manager

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### ABOUT

I am a product manager with a software development background and an expert in project management and technical sales; able to handle complex projects and adapt to new challenges, manage product portfolios, negotiate contracts, and launch successful apps.

I recently led the development of Latin America's first 5G industrial private network in the port sector, involving coordination with multiple teams in a highly regulated environment.

My GitHub showcases proficiency in SQLAlchemy, RESTful API principles, Role-Based Authentication, Auth0, unit testing, and AI, among others.

I have recently explored Langchain and OpenAI APIs, developing an AI-driven question-answering system to enhance my machine learning and natural language processing skills.

Please visit my LinkedIn "Projects" section for more details on my work. I am passionate about advancing technology and contributing to the industry's future.

### EXPERIENCE

#### Product Manager

2014 - Present

TIM S/A

Rio de Janeiro

I currently manage the Private Network portfolio, with up to 50 million USD commercial proposals in various industries, including Mining, Ports, Utilities, Smart Lighting, and Connected Cars.

I have also successfully launched the Blah app, which achieved over 9 million views and 3 million downloads; it was named App of the Week on the Apple Store and was twice the most downloaded app on Google Play. In addition, I have managed a team of testers assembling 1,000 scenarios of the device's testing operation, and based on user feedback, we fixed nearly 3,000 issues.

#### Skills:

Product Management Product Strategy Product Development MVP Agile Methodologies New Business Development

#### Links:

<https://almmello.com.br/static/rga/TIM-blah-Surfing-Bird-EN.mp4>

<https://almmello.com.br/static/rga/TIM-blah-EN.mp4>

#### Founder

2008 - Present

GOALMOON.COM

I have handled multiple hosting platforms that provide web designers with an easy-to-use solution. I have assisted them with WordPress management, theme selection, plugin management, and maintenance. Adopting the Lean Startup method, I have launched over 20 websites and used customer feedback to identify a profitable business model.

I have experienced programming an iOS App in Objective-C and publishing it to the Apple App Store.

#### Skills:

Software Development Cloud Computing Web Hosting E-Commerce SEO Digital Marketing

#### Project Manager

2010 - 2014

TIM S/A

Rio de Janeiro

I have a proven track record of leading successful projects, such as the Blah app development, which resulted in 4,000 hours of coordination with more than 35 different departments, from Legal to IT, and a multicultural team. In addition, I have conducted the design agency's activities, producing 1,400 layouts, including wireframes and prototypes.

I developed an Excel VBA-based KPI analysis platform to receive and process 3,900 services' weekly data, achieving 95% cancellation efficiency.

#### Skills:

Project Management User Experience (UX) PMBOK Jira Branding & Identity VBA

## Technical Advisor

2003 - 2010

TIM S/A

Londrina

I supported a team of 5 Key Account Managers responsible for 300 clients and 3M USD in annual revenue. I successfully launched the M2M segment using hybrid GSM and satellite location modules for the first time in Brazil, resulting in 45,000 gross adds. In addition, I achieved an average mean target of 227% over 63 months, 47% above company results.

### Skills:

Technical Sales

Presentation Techniques

Team Management

VAS

Mobile Devices

## CTO

2000 - 2003

DIRECTLINK INTERNET BY RADIO

Londrina

I successfully deployed the DirectLink system in 7 cities with an average population of 300,000 and built 150 points of presence on a radio network of 400 servers, supporting 2K subscribers.

I created a design pattern to reuse my JAVA + JSP + MySQL code and build web applications faster. After this, I used Excel VBA to generate those classes, which reduced development time by 85%.

### Skills:

Java

JSP

MySQL

HTML

CSS

## EDUCATION

### Full Stack Web Developer

Udacity School, United States

2022 - 2022

### Master of Business Administration in Project Management (MBA)

Veiga de Almeida University, Rio de Janeiro

2011 - 2012

### Undergraduate Degree in Data Processing Technology (UG)

UNIFIL University, Londrina

1999 - 2002

## LANGUAGE

Portuguese (Native)

English (Full Professional Proficiency.)

## AWARDS

### 🏆 Global Telecoms Business Innovation

2015 Awards for the blah app

### 🏆 Tela Viva Móvel

2015 Awards for the blah app