

Eduardo Pontes

Product Strategy and Leadership | AI, SaaS, Payments and E-commerce

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Professional Summary

Product leader combining hands-on AI development with multidisciplinary leadership across SaaS, payments, e-commerce and marketplaces. Built products from discovery through launch and modernized global platforms. Recent work spans multi-agent applications, knowledge synthesis, editorial automation and product consulting.

Professional Experience

Hanzo CC | Product Consultant & AI Builder | Brazil | November 2025 - Present

- Built and launched PPRT.app, an AI read-later app in validation with approximately 35 users, combining embeddings, semantic clustering and bilingual multi-source synthesis. Implemented Gemini/OpenRouter model routing, usage and cost tracking, and quality feedback.
- Revived Submusica.com, a DJ equipment and music publication with approximately 5,000 monthly visitors. Automated source scraping and draft generation using a custom editorial voice with human-in-the-loop (HITL) review.
- Built two AI advisory apps for business decisions and DJ careers, tested with approximately 15 users. Used CrewAI and custom Python orchestration for 4 executive and 8 DJ specialist personas.
- As a consultant, advised three businesses: restored a school and retailer's online presence and recurring sales; guided an AI assistant's repositioning toward local government and schools; and developed an adopted child-safety go-to-market strategy and competitive analysis.
- Mentored approximately 20 people pro bono across content, art and design, development and product management. Taught AI concepts, tools and problem-solving, including running local models at low or no cost.

Donorbox | Director of Product | USA | December 2024 - October 2025

- Led 14 direct reports across product management, UX design, UX research and analytics, adding organizational leadership while retaining product responsibilities.
- Restructured teams around clear ownership, embedded designers, and established research, analytics and A/B testing capabilities alongside quarterly OKRs and annual roadmap planning.
- Across the Senior PM and Director tenure, Donorbox Live processed more than US\$5 million in cashless donations; adopting organizations saw an average 157% increase in monthly giving.

Donorbox | Senior Product Manager | USA | June 2022 - November 2024

- Increased donation conversion from 8% to 15% and average donation value by 12% through OmniGive, a headless, extensible donation form replacing a 10-year-old core product. Platform revenue grew 10% year over year after three flat years.
- Expanded payment-method coverage from 3 to 22, introducing local payment options for a fundraising platform serving more than 100,000 nonprofits across 96 countries.
- Launched Donorbox Live for iOS and Android, enabling card and digital-wallet donations in person, including self-service kiosk donations at events, museums and places of worship.

Grover | Senior Product Manager | Germany | January 2022 - June 2022

- Launched Client Kits, with 750 kits created in the first month, enabling B2B customers to place repeat technology-rental orders through self-service. Replaced spreadsheet-based repeat-order handling by a four-person sales team while retaining assisted onboarding for new customers.
- Owned the B2B customer platform and restructured the product team and its working methods.

Expondo | Senior Product Manager | Germany | June 2021 - January 2022

- Enabled content reuse across 18 country storefronts by launching a MACH-based e-commerce platform and training business teams. Replaced fragmented manual workflows for SKU, category, content and marketing management with reusable content through Amplience and integrated translation workflows through Smartcat.
- Supported a catalog of 6,000 products within the Inspirational Commerce workstream on a platform incorporating CommerceTools, Amplience, Algolia and Vue Storefront.

Mayzing | Senior Product Manager | UK | April 2019 - May 2021

- Delivered a 20% increase in revenue volume through new sales channels and a luxury, celebrity and influencer vertical. Owned seller experience and built Shopify, WooCommerce and Etsy integrations for a print-on-demand platform serving more than 300 sellers.
- Reduced logistics cost per order by 35% and delivery-related support tickets by 85% by restructuring the Fulfillment team around ownership of supplier-assignment logic.

OLX Europe | Senior Product Manager | Portugal | November 2017 - April 2019

- Reduced buyer-side bounce rate by 50% by redesigning ad posting and XML feed/API ingestion across real estate marketplaces in Portugal, Poland, Romania and Ukraine.
- Led two squads serving more than 10,000 real estate agencies and 350,000 listings per month, covering seller tools, CRM, billing, reporting and anti-fraud capabilities.

Farfetch | Senior Product Manager | Portugal | February 2017 - October 2017

- Increased add-to-cart rate by 15% and conversion by 5% through contextual preference collection and A/B testing of recommendation algorithms for a luxury-fashion marketplace.
- Increased the share of users with segmentation data by 25%, strengthening personalization.

Brasil/CT | Chief Product and Technology Officer | Brazil | 2010 - 2016

- Co-founded and scaled an e-commerce and loyalty business to US\$100 million in annual revenue, 50k monthly orders and 10M users. Led 34 full-time employees across product, engineering and UX.
- Delivered loyalty programs for financial services and payments brands Santander, Visa and Mastercard, alongside Multiplus, Unilever and Whirlpool
- Delivered full-commerce services for Unilever, Avon, Korres, Disney, Mattel, Ambev and Copenhagen, spanning storefronts, payments, catalog management, logistics and customer service.
- Built an online travel agency processing more than 4,000 bookings per month.

Earlier Career

Product management at major media and internet companies, including Globo.com, Yahoo! Brasil, iG and iBest, spanning video platforms, communities, search and internet-access software.

Core Skills

AI product development: Multi-agent orchestration, CrewAI, custom agent workflows, prompt and context design, LLM integration, task-specific model routing, embeddings, semantic clustering, vector databases, multi-source synthesis, human-in-the-loop review and automated output checks.

AI mentoring and enablement: AI concepts and tool adoption, practical problem-solving, AI-assisted content creation and development, local model setups, and guidance on low-cost AI workflows.

Product leadership: Product strategy, discovery, market research, competitive analysis, go-to-market strategy, team design, hiring, mentoring, OKRs and roadmap planning.

Platforms and analytics: SaaS, payments, checkout optimization, e-commerce, marketplaces, headless MACH, API-first architecture, A/B testing, product analytics and funnel analysis.

AI tools: Hermes Agent, OpenClaw, Codex, Claude Code, DeepSeek, OpenRouter, oMLX and Gemini.

Tools and technologies: Python, React, Cloudflare Workers, D1, Vectorize, CommerceTools, Ampliance, Algolia, Vue Storefront, Phrase and Smartcat.

Languages: Portuguese (native); English (fluent).

Education

Brazilian Air Force University | Administration studies, no degree awarded

Certifications and Professional Development

- AI Certification: Agents & Workflows | Maven | 2026
- Become an AI Builder in a Day | Section | 2025
- Stripe Sessions | Stripe | 2025
- Jobs to Be Done & Product Strategy | Joe Leech | 2021
- Lean Startup | Eric Ries | 2014
- Agile Product Ownership & Discovery | Jeff Patton | 2010
- Business Management Extension | Fundação Dom Cabral | 2010.