Contact

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(LinkedIn)

Top Skills

Jogos de cassino
Vendas
Lottery

Languages

Português (Native or Bilingual)
English (Native or Bilingual)
Espanhol (Limited Working)

Certifications

PARTICIPATE OF HACKATHON
HACKING HEALTH

Scrum Foundation professional
certificate SFPC

Curso de retenção de talentos

PDL - Liderança pelo exemplo

ORACLE

Honors-Awards

Winner of the Vanhackathon 2016

Publications

Does Gamification Work for Boys
and Girls? An Exploratory Study with
a Virtual Learning Environment

Patents

Logo marca JEP SPORTS

Bruno Prates

Product Manager | Tech | Igaming | SportsBook | Lottery | Casino
São Paulo, Brazil

Summary

Senior Operations, Sales and Marketing executive with C-Level
experience setting up and managing companies from the Tech,
Advertising, Digital and Technology industries. Extensive experience
recruiting and managing teams locally and remotely. Full P&L
creation and execution experience. Extensive international
experience with outstanding communications, presentation and
negotiation skills. Native problem solver with deep analytical mindset
and data driven approach to problems.
Excellent experience launching products and managing
monetization, sales and marketing plans. Proven track record
os sales quota achievements with GTM strategy creation and
implementation. Growth Hacking enthusiast with great experience
mixing organic and paid/stimulated marketing, product and brand
strategies. Gaming and | Pop-culture enthusiast | Experience in
iGaming, iGaming, Casino, Bets, Ecommerce and lead acquisition!

I have a proven track record in leading critical projects, focusing on
customer needs while managing technological complexities and
various stakeholder interests. My expertise extends to developing
business strategies through innovative technology solutions, creating
strategic alliances, and managing negotiations and contracts

Experience

Lottoland
Product manager | Casino
May 2023 - December 2023 (8 months)
São Paulo, Brasil

As the leader of the division at Casino Royale Group, I have been at the
forefront of a dynamic team, driving innovation and efficiency in all technology
aspects related to the casino and gaming sector. My role has been pivotal in
aligning the interests of various business units, and the CEO, while adeptly

managing internal development teams focused on gaming technology and systems.

✔Effective coordination of synergies among diverse gaming and hospitality units.
✔Development of strategic roadmaps and analytical frameworks for guiding technological advancements in gaming and customer experience.
✔Managing the departmental budget with a focus on gaming technology investments.
✔Overseeing costs and ensuring efficient alignment of partnerships with gaming and technology vendors.
✔Achieving the organization's strategic objectives through effective financial management in the gaming sector.

Projects:
➡Blackjack21 (Casino Management System)
➡New Gaming Policy Implementation
➡Development of Casino Revenue Management System

Gaming Technology Innovation
Casino Mobile Application Team (Android & iOS)
On-demand Gaming Software Solutions
Coordinating the interests of Gaming Units, Sales, and CEO
Managing internal teams for casino system development
Creating technological roadmaps and strategic vision for gaming innovation
Departmental budget management and vendor cost negotiations in the gaming sector

#php #mysql #aws #googleCloud #grafana #googlecdn #rabbitmq #Event-Driven Architecture
#team building #B2B #SalesSoftware #CloudFlare #powerBi
#Thomson_Reuters #integrations #api

Product Management · Product Strategy · Team Leadership · Market Analysis · New Product Implementations · Leadership · Marketing · Growth Marketing · Product Discovery · Agile Methodologies · Team Leadership · Product Development · Objectives and Key Results (OKRs) · Google Analytics · Design Thinking, Emotional Intelligence, Resilience, Networking, Advisory Skills, Visionary

WeTrek
Country manager | CoFounder
January 2021 - January 2023 (2 years 1 month)
Miami, Flórida, EUA

WeTrek is an app that helps travelers discover attractions and book tours.
Since 2020, we have made it easier for thousands of people to find accurate
information about their destinations! We have been backed by the largest tour
operator in Latin America, CVC CROP. (CVC WeTrek, google it)

As a co-founder, I am responsible for developing and implementing innovative
frameworks and processes to generate efficiency and improve business
outcomes. I also manage the entire technology and lead aquisition.

✔ Responsible for end-to-end solutions, implementing a lead generation
strategy, innovative business structures, processes, and manuals to drive
efficiency and improve business development results.
✔ Managed the Technology and Product team, discussing technical aspects of
software architecture and engineering related to solution functionalities.
✔ Established best practices and protocols for data entry and management
in the CRM system, as well as managing the marketing technology team to
achieve all OKR/KPI values for the business.
✔ Managed product and revenue growth, utilizing in-depth and complex data
analysis to make informed decisions for destination growth. Achieved a net
revenue growth of 50-1500% in Brazil.
✔ Presented strategic partnerships and joint multichannel marketing
campaigns to high-value attraction suppliers and partners in the Brazilian
market, promoting long-term partnerships.
✔Represented the company at industry events and conferences to increase
brand awareness and cultivate new partnership opportunities, such as
ConvençãoCVC2023, WTM Latin America 2023, and Festuris 2022.

Project:
➡WETREK APP

Techs
Google Cloud React Native, NodeJs, RdStation CRM, Google Studio,
FireBase, App IOS, Android, Vtex, IA

Leadership, Communication, Collaboration, Adaptability, Decision making,
Strategic Thinking, Problem Solving, Negotiation Skills, Emotional Intelligence,

Resilience, Networking, Advisory Skills, Visionary Thinking, Team Building, Financial Literacy,

Sorte Online - Play the Lotteries Online
CTO | Gambling & Bet industry
December 2019 - December 2021 (2 years 1 month)
São Paulo, Brasil

Sorte Online is a pioneer in the betting intermediary service in Brazil, as it has been operating in this segment since 2003 until its acquisition by LottoLand.com. The company generates over 200 million per year.

I as a CTO, overseeing all processes and operations of the company, from integrating with SAP B1, which I implemented, to managing lottery game operations. I was responsible for structuring the technological infrastructure and managing the company's security and scaling.

✓ Managed the backlog and deliverables for online betting, lottery, and syndicates
✓Reported directly to the Board (US + German)
✓Responsible for managing the technology, cybersecurity, Martech, and product departments
✓Created technology-focused strategic planning, addressing market demands
✓Managed the budget and digital assets of the department conscious resource usage.
✓Communicated technology strategy to partners and investors.
✓Managed a team of 50 employees with 5 direct reports (Product, Marketing, CRM, Sales and Tech).

Deliverables:
Integration of SAP B1 - Integration with SAP Business One.
Establishment of Sorte Online's B2B business unit.
Partnerships with companies such as AbasteceAi, Banco Inter, C6, among others.
Increased sales channels.
➡ Revenue growth by (7% ^ 180 million per year).
➡ Platform uptime of 99.2% (200 visitors/minute).
➡ Enhanced security and redundancy in infrastructure and servers.

Techs: SAP 4Hanna ,Java, .Net, Vtex, Grafana, Google Cloud, AWS Azure, MongoDb, Virtual Machine, Azure Kubernetes Service, Azure Functions, File

Storage, Virtual Network, DNS, Load Balancer, Application Gateway, SQL Database, Cosmos DB, Dataflow, Event Grid, Storage Queues, Service Bus, Resource Manager, Active Directory, Key Vault

Communication, Teamwork, Problem Solving, Adaptability, Time Management Leadership, Critical Thinking, Emotional Intelligence, Conflict , Resolution, Creativity, Networking, Adaptability, Decision Making, Interpersonal Skills, Negotiation

Appost Oficial
Product manager | Sportsbook Appost Bet
October 2018 - November 2019 (1 year 2 months)
São Paulo, Brasil

As a Senior Product Manager at Appost, I play a crucial role in shaping our platform's trajectory under the strategic guidance of the VP of Product & Digital. My primary focus is to enhance and expand platform capabilities, ensuring a seamless and engaging experience for customers aquisition while aligning the platform roadmap with current and future product lines.

✓Actively contribute to the platform strategy, driving revenue and fostering growth
✓Collaborate on roadmap planning and oversee the execution of platform development for timely
✓Advocate for consistency in the user experience to sustain engagement and retain customers.
✓Conduct, synthesize, and present user research findings to senior leadership.
✓Provide valuable insights that inform decision-making processes.
✓Regularly report on the platform development status to stakeholders, including the CEO.
✓Actively receive and synthesize feedback from internal stakeholders to refine backlog.

Key Projects:
➡ SportRadar Integration: Marketplace emphasizing sports betting services.
➡ BetBy: B2B platform for small retail B2C in gambling and sportsbook.
➡ SellerRank: Application with features for sportsbook providers.

Skills: Product Management · Product Strategy · Product Marketing · Team Leadership · Market Analysis · Leadership · Marketing · Growth Marketing

· Product Discovery · Agile Methodologies · Team Leadership · Product Development · Change Management · Objectives and Key Results (OKRs) · Customer Relationship Management (CRM) · Design Thinking

My skills encompass UX/UI Design, team leadership, and conflict management in sportsbook and gambling projects. I have significantly contributed to product development in this industry. Let's connect and explore collaboration opportunities! #Technology #Cassino #PMO #Sportsbook #Gambling

Luizalabs
Technology Manager
November 2017 - November 2018 (1 year 1 month)
São Paulo, Brasil

Experienced professional specializing in the development of digital products and effective team management. Proven track record in leading cross-functional teams of business specialists, engineers, and designers to success. Key expertise includes:

✔ Managing the LuizaLabs unit in São Carlos
✔ Driving product evolution with a focus on the long-term roadmap
✔ Implementing Agile/Scrum development processes
✔ Aligning business objectives with project goals
✔ Defining and achieving OKRs (Objectives and Key Results)
✔ Conducting thorough product discovery and research
✔ Leading discussions for the conceptualization of innovative products
✔ Headhunting and recruiting top talent to meet organizational objectives.

Notable achievements in retail application development:

➡ Unilever Compra Agora | B2B ecommerce development
(Unilever Brazil, Compra Food, Unilever Mexico, Colombia)
➡ MaaS Platform | Magalu As a Service, EndPoints marketplace.
➡ Parcerio Magalu | B2B platform for small B2C retailers
➡ DuckTales | Seller ranking

Proficient in the following technologies:
Kanban, Agile, Continuous Integration, DevOps, Jira, .NET, Java, Oracle, ElasticSearch, Miro, Figma, UxUI, Leadership, Team Engagement, Team Conflict Management, PMO (Project Management Office).

Cloud AWS

Elastic Compute Cloud,Elastic Kubernetes Service,Lambda,Simple Storage Service,Elastic Block Store,Elastic File System,Virtual Private Cloud,Route 53,Elastic Load Balancing,Web Application Firewall,RDS,DynamoDB,Redshift,Elastic MapReduce,Kinesis,SageMaker,Glue,EventBridge,Simple Queuing Service,Simple Notification Service,CloudWatch,CloudFormation,IAM,KMS

Monitora Soluções Tecnológicas
4 years

Product Owner | Team Leader
February 2016 - October 2017 (1 year 9 months)
São Carlos, São Paulo

As an Operator Engine, specializing in web, mobile, and design development, I excel in creating synergies between clients, management, and technical teams to drive product evolution and achieve aligned business objectives. My expertise encompasses the following areas:

Key Responsibilities:

✓ Analyzing, critiquing, questioning, and mapping client business processes
✓ Providing transparency to the board and stakeholders
✓ Defining the technical architecture of projects
✓ Designing elegant UI/UX solutions
✓ Prioritizing development to meet deadlines
✓ Implementing Agile development processes (Agile/Scrum) with a focus on Kanban
✓ Crafting and refining user stories in Jira
✓ Creating wireframes, prototypes, and user flows
✓ Collecting requirements through customer interactions and addressing problems directly

Highlighted Projects:
➡MedicalBox Software:
Designed for managing medical offices, appointments, electronic health records, images, and sensitive data.

➡Ecrew App:
Developed for VistaJet's crew management, overseeing the secure handling of sensitive data for takeoff.

➡VistaJet App:
Created for selling VistaJet air tickets directly to end customers, providing comprehensive flight information.

Equipped with a diverse skill set in PHP, Java, Oracle, ElasticSearch, Specialized in PMO and UX/UI Design. Thriving in dynamic environments, I contribute effectively to the success of innovative projects.

Compute Engine, Google Kubernetes Engine, Cloud Functions, Object Storage, Persistent Disk, File Store, Virtual Private Cloud, Cloud DNS, Cloud Load Balancing, Cloud Armor, Cloud SQL, Cloud Firestore, BigQuery, HDInsight, Dataproc, Vertex AI, Data Fusion, Pub/Sub, Cloud Pub/Sub, Firebase Cloud Messaging, Azure Monitoring, Deployment Manager, Cloud Identity, Cloud KMS

Let's connect and explore opportunities for collaboration! #WebDevelopment #Design #AgileDevelopment #DevOps #Leadership #TeamEngagement #PMO

CoFounder | Sales + TechLead
November 2013 - January 2016 (2 years 3 months)
São Carlos, São Paulo, Brasil

Conception of product strategy, backlog management, story creation, interview with business areas and customers in the process of discovery and refinement.

■ MedicalBox Software for managing medical offices, appointments, electronic medical records, images and sensitive data.

Proinov Technology - Sinergy.Design.Code
Software Engineer
May 2011 - October 2013 (2 years 6 months)
São Carlos e Região, Brasil

Co-founder of Proinov, an on-demand software development company

Some of the projects | Customers:
♦ APAS - Military Police Association
♦ CIEB - Brazilian Education Innovation Center
♦ Dr Ricardo Lemos | World reference in hair implant
♦ University of São Paulo | ICMC

M2 Comunicações - Design e marketing
User Experience Design Specialist
February 2009 - April 2011 (2 years 3 months)

Universidade de São Paulo
Front-end developer
January 2008 - January 2009 (1 year 1 month)

Desenvolvedor Web

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Education

University of Sao Paulo
Master of Business Administration (MBA), Project Manager · (2017 - 2018)

The Interaction Design Foundation
Associate's degree, User Experience and Interaction Design · (2016 - 2017)

Federal Institute of Education, Science and Technology of São Paulo
- IFSP
Analysis and systems development, Computer Science · (2011 - 2014)

Centro Estadual de Educação Tecnológica Paula Souza
Ensino médio, linguagens, matemática,ciências humanas e ciências
naturais · (2006 - 2009)