Karl Hackel

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Senior Product Manager

+8 years of product experience. Experienced in distributed teams over US, Europe and Asia in the last 2 years. Implemented a AI-TTS (text to speech), help clients in effortless process, enhancing weekly videos' creation em 50%. Executed a revamp in the Shopee checkout which improved the conversion rate by 50% in 3 months.

WORK EXPERIENCE

DeepHow INC • Remote • Full-time • 02/2023 - Present

DeepHow is an award-winning AI-powered, video-centric platform for skilled workforce training. https://www.deephow.com/

Senior Product Manager
- Managed a distributed team with designers and CS team in US, development team in Europe and data team in Taiwan.
- Implemented a new feature TTS (text to speech), help the clients to have effortless process in create content in platform, enhancing weekly videos' creation em 50% over a month
- Conducted the deployment of new content structure in platform, increasing the conversion rate and % new user in 30% in 3 months.
- Reorganized product management area in company, developing new product discovery and delivery process, increasing the delivery time from 30 days to 15 days.

Shopee • São Paulo, Brazil • 02/2022 - Present

Senior Product Manager
- Managed a distributed team cross-functional with people from LATAM and South East Asia.
- Decreased costs per order by 15% in 4 months by fixing the integration with Shopee payment providers Adyen and Ebanx
- Increased revenue by 20% in 3 months, increasing the number of installments in checkout page answering a user necessity in the BR market.

PicPay • São Paulo • 08/2020 - 02/2022

Senior Product Manager
- Accelerated PicPay strategy creating a new revenue line and expanded revenue by 40% in 4 months by launching the affiliated sales and marketing platform to the PicPay marketplace
- Expanded revenue 3x during 1 year by solving user demand for new services bringing over 10 new strategical partners to the PicPay marketplace.
- Grew new user acquisition by 120% in 6 weeks to the new product of contactless payment to fuel the user's car.

Ame Digital • São Paulo e Região, Brasil • 04/2019 - 08/2020

Product Manager

- Delivered a new platform reducing partnership integration time from 2 months to 3 weeks resulting in more speed to company expansion strategy.
- Increased engagement by 100% in 3 months, creating an effortless user experience home to marketplace resulting in an uplift in users buy frequency 3x times the digital wallet

GRUPO SOLPANAMBY • São Paulo Area, Brazil • 09/2017 - 12/2018

Product Owner

- The SolPanamby Group primary mission was to develop disruptive, fast-paced, and high-growth businesses to help the other companies to reinvent themselves in its main markets.
- Developed an internal bootstrapping startup Colheita Café, part of the innovation program for the agribusiness sector, enhancing the revenue of the business units 2x over 1 year

EDUCATION

Industrial Engineering

Universidade do Estado do Rio de Janeiro • Rio de Janeiro • 09/2009 - 01/2016

Business

Universidade Federal Rural do Rio de Janeiro • Rio de Janeiro • 01/2013 - 07/2018

SKILLS

A/B Testing, Cascading Style Sheets (CSS), Communication, Data Analysis, Feasibility Studies, Leadership, Marketing, New Business Development, Priority Management, Problem solving, Process Improvement, Product Discovery, Product Strategy, Prototyping, Roadmap, Scrum, Software as a Service (SaaS), Software Product Management, SQL, Strategic Partnerships, Strategy, User Experience (UX), ux research