Eric Souza Lima

Product Owner | Project Manager | Automation & AI
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Summary

Product Owner with 7+ years of experience in CX, operations, and digital products (Nubank, Zippi, Concentrix, and Betano). I currently own the automation and AI roadmap for Betano Brazil's operations (CS, backoffice, KYC, payments, and fraud), with active projects totaling R$ 1.2 million/month in cost reduction and R$ 12 million in cost avoided through automation (2026).

I run the full product cycle: discovery, interviews with users and operations, prioritization, specification, launch, and results measurement, aligning engineering, operations, and executive leadership. As a project manager, I lead cross-functional initiatives from planning to delivery, managing scope, risks, dependencies, and budget. I make data-driven decisions with SQL on BigQuery, Databricks, and Power BI, plus Metabase, Looker Studio, and Qualtrics.

Professional Experience

Betano (Kaizen Gaming) · Product Owner and Project Manager

São Paulo, Brazil · 2025 to present

- I own the roadmap and backlog for automation and AI across Brazil operations (CS, backoffice, KYC, payments, and fraud), with an active portfolio of R$ 1.2 million/month in cost reduction and R$ 12 million in cost avoided through automation (2026).
- I defined and led the split of BPO customer support into specialized cells, saving R$ 349 thousand/month, still in effect today.
- I took two AI agents to production: Copilot, which supports BPO agents in customer service, and Cowork, which automates internal processes end to end.
- I prioritize automations by their impact on operations KPIs: productivity, average response time, repeat contacts, and contacts per active user (CPAU).
- I run regulatory compliance projects (data privacy and responsible gaming) and manage the Brazil operations budget.
- I organized and produced Betano Live during the World Cup (daily livestreams averaging 2,000 concurrent viewers) and educational videos to reduce CPAU, which now exceed 10 million YouTube views.
- I present results and next steps to managers, directors, and C-levels.
- I run agile ceremonies (Planning, Refinement, Review, and Retrospective) and identify risks, dependencies, and blockers, driving mitigation actions.
- I act with ownership and accountability for the execution and results of the initiatives under my responsibility.

Tools and technologies: AI agents, GenAI, RAG, RPA, Copilot, Cowork, process automation, roadmap.

Concentrix · Continuous Improvement Specialist (bilingual)

São Paulo, Brazil, hybrid · 2025

- Mapped client processes to identify operational and financial improvement opportunities.
- Designed solutions and executive materials for domestic and international clients, in Portuguese and English.
- Analyzed data and market research to support the review of client strategy.

Tools and technologies: Microsoft Office, Kanban, Miro, Voice of Customer, COPC.

Zippi · Senior Analyst, Continuous Improvement and Data (CX)

São Paulo, Brazil, remote · 2024 to 2025

- Reduced average handling time (AHT) by 63% and TPR by 24%, and raised CSAT by 6%, by monitoring KPIs and delivering data analysis to stakeholders.
- Owned all chatbot flows (WhatsApp and chat), adapting them to product changes and to the rollout of AI.
- Managed the backlog and action plans for CX process improvement projects.
- Brought the voice of the customer into prioritization through UX research, reports, and improvement insights.
- Communicated product bugs and instabilities to internal and external audiences.

Tools and technologies: Metabase, Intercom, Cloud Humans, Lean Six Sigma, Voice of Customer, Notion, Figma, Kanban, Messagebird, Vero, Google Workspace.

Nubank · Senior Analyst, CX and New Products

São Paulo, Brazil, remote · 2019 to 2024

- Worked on the discovery and launch of the payroll-deductible loan product, bridging product, customer support, and engineering, with documentation that kept development customer-centered.
- Discovered, built, and tested new support channels with Twilio Flex: IVR, WhatsApp, and video support.
- Sized operations and built efficiency plans from SQL and Qualtrics analysis.
- Managed the roadmap and backlog of CX improvements and reported results to stakeholders.
- Created and maintained the documentation for new product flows, translating them for operations and customers.

Tools and technologies: Product thinking, roadmap, Scrum, Jira, Looker Studio, Qualtrics, Twilio Flex, SQL, Lean Six Sigma.

Skills

- **Product management:** product discovery, roadmap, backlog prioritization, requirements specification, product launches, A/B testing, agile methods and Kanban, journey mapping, user stories, AI prototyping, risk and dependency management, stakeholder and vendor management, executive reporting.
- **Data and metrics:** SQL (BigQuery and Databricks), Power BI, Metabase, Looker Studio, Qualtrics, voice of customer, NPS, CSAT, AHT, CPAU, LTV.
- **AI and automation:** AI agents (Copilot and Cowork), GenAI, RAG, RPA, chatbots (WhatsApp and internal chat), AI-assisted support flows, IVR, Intercom, Twilio Flex.
- **Management and tools:** Jira, Notion, Miro, Google Workspace, Microsoft Office, Lean Six Sigma, project management, budget control.

Education

Bachelor's Degree in Civil Engineering, FMU (Faculdades Metropolitanas Unidas), São Paulo (2014 to 2018)

Courses and Certifications

- Claude Essentials, Anthropic (2026)
- Product Analytics, PM3 (2025)
- Digital Product Leadership, Tera (2024)
- Product Manager, Alura (2024)
- Lean Six Sigma Yellow Belt, F2ms (2024)
- Digital Product Management: Product Discovery, Alura (2023)

Languages

Portuguese: native · English: fluent · Spanish: intermediate