

TIAGO RESMINI

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SUMMARY

Product Manager with experience balancing technical complexity, business outcomes, and cross-functional collaboration. Focused on accelerating delivery and improving key metrics (revenue, adoption, performance) through data-informed discovery and execution.

EXPERIENCE

Cobli — Senior Product Manager

Jul/2024– Jan/2026

Responsibilities:

- Defined product vision and strategy for Cobli Cam (video telematics – hardware + SaaS).
- Led roadmap planning and execution for the Business Unit, managing 4 cross-functional squads.
- Mentored and developed 2 Product Managers.
- Structured discovery, prioritization, and delivery processes focused on measurable impact.
- Led AI-driven initiatives applying Computer Vision and behavioral analytics.

Results / Impact:

- Improved video request user journey, reducing UX friction by 40%.
- Launched strategic features such as livestream, camera obstruction detection, facial recognition, and risky behavior detection, contributing to a +20% increase in sales conversion.
- Delivered AI-powered safety solutions (drowsiness, distraction, unsafe driving, seatbelt detection) reducing false positive events by 70%.
- Contributed to churn mitigation and upsell initiatives increasing MRR retention in 2p.p.

OLX Brasil — Senior Product Manager

Feb/2021 – Jun/2024

Responsibilities:

- Defined and delivered an internal platform enabling backend and frontend customization through APIs.
- Led architectural modernization initiatives focused on scalability and faster feature delivery.
- Managed B2B subscription products within the Automotive vertical.
- Partnered with executive stakeholders and commercial teams.

Results / Impact:

- Reduced technical dependencies via platforms, decreasing time-to-deploy new use cases by up to 80%.
- Improved subscription products focused on lead generation, increasing MRR by 20% and lead generation by 18%.

RD Station — Senior Product Manager

Jan/2016 – Jan/2021

Responsibilities:

- Defined product strategy and mentored Product Managers.
- Built the first integrated product vision and roadmap for reporting and analytics.
- Contributed to strategic evaluation of M&A-related projects.
- Led performance and usability improvement initiatives.

Results / Impact:

- Reduced p90query latency by 90% (from 35s to 3s), significantly enhancing user experience.
- Increased customer satisfaction with reporting and analytics functionalities by +50%
- Increased feature usage via experiments (up to +30% MAU)
- Structured and supported development of a new website tracking feature, reaching estimated 99% precision

LANGUAGES

Portuguese (Native) • English (Fluent) • German (Intermediate)

EDUCATION

Federal University of Santa Catarina (UFSC) — Control and Automation Engineering (2010–2016) — Florianópolis, Brazil
Karlsruhe Institute of Technology (KIT) — Electrical Engineering (Exchange, 2014–2015) — Karlsruhe, Germany