

Eduardo Azeredo Santanna

Product Manager

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SUMMARY

6 years of experience in Product Management, with a focus in Healthcare industry and relevant experiences in other industries such as retail and finance. Hands-on professional, very comfortable with working closely with engineering and design teams while also able to build strong relationships with stakeholders.

PROFESSIONAL EXPERIENCE

Galileu Saúde - *Senior Product Manager*

SINCE APRIL 2025

- Coordinated a project for Sao Paulo public healthcare system with multiple companies and 3000 monthly medical appointments
- Implemented agile methods in the development team and increased productivity by 80%
- Created a cross-company committee to manage multiple stakeholders
- Coordinated the development of 6 features, some of them AI-powered
- Coordinated complex integrations across three distinct products
- Coordinated the redesign of 2 apps

Creators.Ilc - *Product Manager*

SEPTEMBER 2024 - APRIL 2025

- Coordinated the launch of two highly complex features designed based on feedback from customers and prospects

Neuralmed - *AI Product Manager*

SEPTEMBER 2022 - AUGUST 2024

- Reduced the time between mammography exams from 30 to 20 days for patients with suspected cancer
- Improved technical quality by reducing the volume of unanalyzed exams by 75%
- Grew the number of healthcare units using the image analysis product from 10 to 100

Anima - *Senior Product Manager*

APRIL 2022 - SEPTEMBER 2022

- Increased team productivity by 40% by improving Agile practices
- Managed an LMS (Learning Management System) product

WPP - *Product Owner*

MARCH 2021 - APRIL 2022

- Increased conversion rate by 80% and revenue by 67%
- Coordinated the launch of 10 landing pages
- Successfully launched a feature with a partner integration
- Acted as the main point of contact between the client and the Product team

Grão, São Paulo, Brazil - *Product Owner*

JUNE 2020 - MARCH 2021

- Successfully launched an app in compliance with the Central Bank's usability standards
- Successfully integrated the full set of features (Card Issuance, Statement, Cash In, Cash Out) from a BaaS (Banking as a Service) partner

alvo (Freelancer) - *Product Consultant and Project Manager*

JANUARY 2017 - MAY 2020

- Achieved a 900% ROI by prioritizing features and accelerating the product launch
- Managed the P&L of various projects totaling BRL 400k
- Coordinated the launch of the first startup acceleration program, which has since run 8 editions

Deloitte, Rio de Janeiro, Brazil - *IT Project Manager and Project Consultant*

AUGUST 2013 - SEPTEMBER 2016

- - Structured supply chain operations for a global mining company, organizing and processing 9,000 invoices following the SAP go-live
- - Led procurement processes totaling BRL 300k in managed contracts
- - Took part in an SAP implementation at a leading newspaper company

EDUCATION

Estácio de Sá University, Rio de Janeiro, Brazil - *International Relations*

JANUARY 2008 - MAY 2014

COURSES

Product Management - PM3

Digital Product Leadership - Tera

SKILLS

Agile / Scrum / Kanban / PMBOK / SQL / Data Analysis / Healthcare Industry /
Google Suite / Artificial Intelligence /