

Felipe da Rocha

PRODUCT LEAD | PRODUCT MANAGER | PRODUCT OWNER | PMO | CSPO | SCRUM MASTER |
INDUSTRIAL ENGINEER | BUSINESS ANALYST | GREEN BELT | MB-910 MICROSOFT

- Montréal - Canada | Phone: +1 263 880 2839 | Email: feliperocha567@gmail.com
- Portfolio: <https://felipedarocha.com> | LinkedIn: <https://www.linkedin.com/in/felipe-rocha-85aa3ab9/>
- Portuguese, English, French and Spanish

CAREER OBJECTIVES

Driven **Product Management Professional** with over 10 years of experience in project management, leveraging Scrum as a key driver in the value chain. Passionate about technology and product development, I have worked across multiple companies, gaining extensive experience across them, which has given me the versatility to lead projects effectively throughout my career.

In addition, I am a hands-on professional with a strong commitment to making impact. I thrive under pressure, strong in strategic communication, understanding its crucial role in long-term success. Above all, I am an enthusiastic problem-solver, always ready to embrace new challenges and drive meaningful change. **Currently, i am looking for positions in the Business and Product Segment as a Product Manager, Product Owner, Business Analyst and also Scrum Master**

Keywords and skills: Leadership, Jira, confluence, Azure, Devops, Business requirements, interpersonal communication, customer experience, problem solving, agile, design thinking, product strategy, innovation, bpm

WORK EXPERIENCE

EDP (Energy from Portugal) - Product Manager (Product Lead)

Mar 2023 - Present

- Build and continuously refine the product roadmap based on business needs and company OKRs, ensuring deliverables are clearly defined in the product release plan;
- Ensure that the value proposition is effectively measured in the upstream process and validated in the downstream process;
- Oversee product relationships to streamline delivery flow, remove roadblocks, and optimize release planning;
- Guide the design and product teams with a strategy aligned to the objectives set by the epic and initiative increments;
- Communicate, inform, and engage stakeholders to ensure visibility and adoption of delivered features while strengthening cross-functional relationships;
- Lead and supervise the Product team (Product Owners, Designers) to be ensured that the Sprint goal is aligned with the Roadmap;
- Guarantee that the Dual Track, Definition of Ready and Definition of Done are being respected by the Squads through the ceremonies;

Indra Minsait - Scrum Master - CRM DYNAMICS 365

Mar 2022 - Mar 2023

- Managed and Achieved the Sprint Goal defined by the Product Owner;
- Coached Agile Principles for the Scrum Team;
- Be ensured that the information flow was effective and the Sprint backlog was well conducted;
- Supervised the team protecting them from external effects;
- Removed roadblocks;
- Planned the releases considering the multi-featured product;

MadeiraMadeira (Ecommerce) - Product Owner (Warehouse) - WMS

Mar 2022 - Mar 2023

- Refined the Product Backlog with the ideation process: Product Discovery, Sitemaps, BPM workflows;
- Prioritized the Sprint backlog as projected by the Roadmap and the value proposals: client impact, increase in revenue, costs reduction;
- Supervised the inbound and outbound billing process inside the warehouse;
- Planned the releases considering the multi-featured product;

EDUCATION

Greystone College - Montreal, QC, Ca - International Business Management

Jan 2024 - Sept 2025

- Business Negotiations, Business Law, Business for importation and Exportation
- Marketing Strategies, Development of Costs, Logistics and Transportation

Federal University of Paraná - Curitiba, Brazil - Industrial Engineering

Jan 2012 - Dez 2016

- Business, Economy, Logistics, Project Management
- Marketing, Programming, Engineering

CERTIFICATIONS

- | | |
|---------------------------------------|----------------|
| • CSPO - Scrum Alliance | 2023 - 2025 |
| • MB910 - Microsoft | 2022 - Present |
| • Lean Six Sigma - Green Belt - Gemba | 2021 - Present |