Beatriz Tavoni Longhim

Product Manager | Onboarding, Identity Verification & Growth | Mobile & B2B SaaS
beatriz.longhim@gmail.com • +55 (16) 99634-1997 • linkedin.com/in/beatrizlonghim • GMT-3

Open to remote roles worldwide

Professional Summary

Product Manager with 5 years building B2C and B2B digital products in regulated, transaction-heavy environments, from fraud-prevention SaaS to mobile apps serving Brazil and Europe. Specialized in onboarding, identity verification and conversion, with a data-driven, experimentation-first approach. Experienced working async with Risk, Compliance, Design and Engineering teams across time zones, and using AI throughout discovery, prioritization and delivery. Fluent in English. Postgraduate in AI for Business (FIAP) in progress.

Core Skills

Product: Discovery, Roadmapping, Experimentation (A/B testing), Activation & Conversion, OKRs, Agile/Scrum

Domain: Identity verification (KYC), Fraud & Risk, Regulatory compliance, B2B SaaS, Mobile (iOS/Android)

Tools: SQL, APIs, PowerBI, Figma, Jira, Confluence, Azure DevOps · AI-assisted research and prioritization

Professional Experience

Product Manager | VBet Brazil *Sep 2024 – Present*

Licensed online platform in Brazil's newly regulated market · 60,000 active users · team of 10

- Own product vision and roadmap for web, Android and iOS, aligned with European group priorities
- Increased new-user conversion by ~5% in 2 months by redesigning the onboarding flow
- Migrated identity verification (KYC) vendor, cutting average verification time from 3–6 to 1–3 minutes
- Delivered regulation-driven features (KYC, spending limits, self-exclusion) for Brazil's market launch
- Ran A/B tests on activation and first-transaction conversion, tracking funnel and revenue KPIs
- Led engagement and retention roadmap (gamification), increasing revenue (GGR) by ~8%
- Embedded AI in discovery (research synthesis), prioritization and delivery
- Aligned Risk, Compliance, Marketing, Analytics and Design across Brazil and Europe

Product Owner | ClearSale *Apr 2023 – Aug 2024*

Brazilian fraud-prevention and digital risk SaaS · enterprise clients in e-commerce, payments and finance team of 12

- Owned products in a fraud-prevention SaaS ecosystem serving enterprise clients in e-commerce, payments and finance
- Redesigned onboarding UX and process, cutting client setup time by 53% (32 to 15 days)
- Led backend improvements that reduced transaction processing time by 28%
- Prioritized roadmap with user interviews and product analytics
- Partnered with Analytics, Product Marketing and Growth to align KPIs

Associate Product Owner | ClearSale *Feb 2022 – Apr 2023*

- Managed backlog, wrote user stories and acceptance criteria, and supported Scrum ceremonies for internal tools and customer-facing systems

Senior Logistics Planning Analyst | Ambev *Jan 2021 – Feb 2022*

- Coordinated national transfers of finished goods and negotiated demand priorities with stakeholders
- Led the local Excellence Program, building and prioritizing the transformation backlog

Trainee — Logistics & Digital Products | Ambev *Jan 2020 – Jan 2021*

- Defined vision and roadmap for an internal logistics chatbot; ran A/B tests and usability research; tracked NPS, adoption and engagement

Education

Postgraduate: AI for Business — Strategic Management & Leadership *Apr 2026 – Present*
In progress

Bachelor's Degree in Manufacturing Engineering *2016 – 2021*
University of Campinas (UNICAMP) — one of Latin America's top-ranked engineering universities

Languages

Portuguese: Native **English:** Fluent **Spanish:** Intermediate

Courses & Certifications

ChatGPT Prompt Engineering (2025) • Jira Fundamentals (2024) • Product Management Bootcamp — HOW (2023) • OKRs: Methodology and Application (2023) • Gama Academy — Product Management (2021)