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SPECIALIZATIONS

Reforge Member (Test + Leadership)

G4 Educação

- Liderança de Alta Performance
- Planejamento Estratégico
- Pricing
- Growth

PM3

- Product Management
- I.A Aplicada a Negócios
- Gestão de Resultados com OKR's
- Data

Speaker

- GTM & Product Building - CASE 2022
- Scale-up - G4 Educação
- 0 - 1 - Startup Day | SEBRAE
- Team Building - Rede Cidades Digitais
- Data Products - Smart City Latam

EDUCATIONAL BACKGROUND

Griffith University - MBA

- Key Electives: Finance, M&A and Global Strategy

📍 São Paulo - SP

RUBENS COSTA

PRODUCT <> GROWTH

Entrepreneur, educator, and product leader with 10+ years of experience scaling digital products, leading Product Managers, and driving growth through product strategy, experimentation, data-driven decision making, AI, and go-to-market execution. Proven track record of building product organizations from 0 to 1, launching new products, and delivering measurable business outcomes across SaaS, marketplace, and SMB ecosystems.

PROFESSIONAL EXPERIENCE

Chief Product Officer - Marketplace

Business Unit Head

Quero Educação

- Invited to lead a product turnaround focused on sustainable growth and portfolio optimization.
- Defined product strategy to improve conversion, user experience, and revenue growth.
- Led cross-functional teams across product and commercial.

Chief Product & Operation Officer - SaaS

Exit

Chief Product Officer

Kintsu Health Tech

- Led product strategy, rebranding, relaunch, and GTM.
- Redesigned the end-to-end customer journey to improve engagement and retention.
- Built AI-powered healthcare products to expand the portfolio and unlock new revenue.

Chief Product Officer - SMB & Educação

M&A

Business Unit Head

v4 Company

- Led product strategy for digital education and growth initiatives.
- Led cross-functional execution across discovery, delivery, and product operations.
- Expanded the product portfolio to drive monetization and scalability.

Head of Product - SaaS B2B / SMB

G4 Educação

- Defined SaaS product strategy to drive SMB growth, retention, and product-led growth.
- Drove product discovery, experimentation, and conversion optimization.
- Built AI-powered assessment products to accelerate adoption.

Chief Product Officer - Marketplace / Logtech

Head de Eficiência Operacional

Buser