

Andre Vinicius Rocha Silva, MSc.

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Senior Technical Product Manager (MSc Engineering) | AI & Data Strategy

Expert in architecting high-integrity AI ecosystems and large-scale data platforms within highly regulated environments (Healthcare, Fintech). Proven track record of delivering 0→1 products that drive millions in revenue and operational savings, including a national-scale platform saving **\$4M/year**. Specialist in scaling infrastructures **400x** and leading cross-functional, async-first teams to solve complex automation challenges at the intersection of data engineering and product vision.

EXPERIENCE

Johnson & Johnson, Lead Product Owner

2024- present

- Orchestrated the end-to-end rebrand and UX overhaul of the LATAM Patient Support ecosystem, increasing digital enrollment 3x and unifying fragmented business logic across Sales, Medical, and Legal units.
- Spearheaded the product vision for the regional HCP and Patient portals, delivering localized event management solutions for multiple therapeutic areas while maintaining 100% adherence to strict privacy standards.
- Partnered with Salesforce Experience & Service Cloud teams to architect secure, HIPAA-compliant portals, delivering high-integrity data flows and reducing project costs by **\$20k** through feature prioritization.
- Engineered the data lifecycle, from warehousing to visualization in Looker and Power BI, providing executive dashboards that transformed regional decision-making and resource allocation.
- Acted as the primary interface between regional business units (Sales, Medical Affairs, Legal) and global engineering teams to resolve technical bottlenecks in a high-stakes corporate environment.

Portal Telemedicine, Technical Product Lead (formerly Data Engineer)

2019- 2024

- Led a 15-person cross-functional task force to migrate and scale a national telemedicine operation during a 24-hour emergency window. Successfully onboarded **6 million patients**, reduced average wait times from 16 hours to 30 minutes with zero downtime. That initiative resulted in a **400x** YoY growth in consultation volume.
- Architected a large-scale data ingestion pipeline integrating **30M+** patient records across 84 fragmented databases. Partnered with the Inter-American Development Bank (IDB) to deliver a centralized analytics engine that saved **\$4M/year** in public healthcare spend through automated fraud detection and epidemiological surveillance.
- Conducted the only project to provide telehealth for a whole state, as part of the MIT Reap Program. Hosted the governor's visit to the project's implementation.
- Improved app ratings from 2 to 4.6 stars and reduced production incidents by 90% by implementing robust QA frameworks, automated ML training pipelines (reducing processing from 2 days to 2 hours), and triage processes.
- "Spearheaded the end-to-end lifecycle of AI-driven diagnostics (CNNs) and camera-based vital sign monitoring; implemented **Explainable AI (XAI)** heatmaps to make complex ML predictions actionable for clinical staff.
- Led the full lifecycle of a mobile-first AI solution, from initial wireframes and MVP to regulatory validation and scale.
- Directed product strategy across distributed teams in an async-first environment, utilizing structured RFCs and documentation to maintain roadmap velocity and high-integrity delivery.

CB Transportes, General Manager Consultant

Jan 2017 - Oct 2017

- Spearheaded a forensic financial audit and end-to-end operational restructure, driving a **200%** revenue increase within the first **3 months** by eliminating inefficiencies and bringing the company into full regulatory compliance.
- Led a comprehensive brand makeover and Go-To-Market (GTM) strategy based on customer pain-point research, successfully modernizing the visual identity and reclaiming lost market share.
- Directed cross-functional efforts in sales, marketing, and financial planning, optimizing resource allocation and budgeting to achieve aggressive business turnaround objectives.

Prototipando a Quebrada, Co-Founder (volunteer)

2019 - 2021

- Co-founded a tech-education NGO, scaling operations to impact **1,700+ youth** across **1,000 families** through strategic partnerships and mentorship programs.
- Defined the mission, GTM strategy, and KPIs while securing sustainable sponsorships to foster professional development for underprivileged teens in IT.

EDUCATION

Universidade Federal de Santa Catarina (UFSC), Master of Science in Mechanical Engineering, Florianopolis, Brazil 2018
Universidade Federal de Santa Catarina, Bachelor of Science in Automation and Control Engineering, Florianopolis, Brazil 2016
Hogeschool van Arnhem en Nijmegen, Exchange Program in Automotive Engineering, Arnhem, Netherlands 2014

CERTIFICATIONS & CONTINUED EDUCATION

Product Management: Certified Product Manager Pro (PM Accelerator), Digital Product Management (University of Virginia).
Technical: Professional Data Engineer & Cloud Digital Leader (Google Cloud Training).

SKILLS SUMMARY

Product Management: Roadmapping, Product Discovery, GTM Strategy, MVP Definition, Product-Led Growth (PLG), Async-first leadership, User Research, Stakeholder Management.

Technical & AI: ML Model Productionization (CNNs, LLMs), Data Pipeline Architecture (ETL/ELT), API Integration, Data Integrity, SQL, Python, Cloud-Native Architecture.

Tools & Platforms: Google Cloud Platform (BigQuery, Dataflow), Jira, Notion, Figma, Looker, Power BI, GitHub, Salesforce

Languages: Native Portuguese, Fluent English and Spanish, Basic German.