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Top Skills

Realização de testes

Desenvolvimento individual

Lançamento de produtos

Languages

Inglês

Certifications

International Certificate of
Excellence

Digital Product Leadership
Bootcamp

Product Camp 2019

Certified Scrum Product Owner®
(CSPO®)

Product Analytics Micro-Certification
(PAC)™

Felipe Stenzel

Builder - Innovation Manager at Cogna - Teacher at TERA |
Intrapreneur| Corporate Venture Building (CVB) | Innovation | New
Business | M&A

São Paulo, São Paulo, Brazil

Summary

Product leader and builder with 10+ years shipping digital products at Latin America's largest education group (Cogna/SOMOS).

I lead initiatives from 0→1 discovery through launch, always focused on user value, impact, and measurable outcomes—across B2B, B2C, and B2G contexts. My background spans the full education spectrum (K–12, higher education, and lifelong learning).

Today I coordinate Innovation & Technology (Staff) at Cogna, guiding AI first initiatives and accelerating venture creation. I'm an enthusiast of using AI to code: I design and build software end to end with AI as my copilot, and I coach teams to adopt the same builder mindset. I'm also an instructor at TERA, where I teach hypothesis testing and product discovery.

Experience

Cogna

2 years

Tech & Staff Coordinator

May 2025 - Present (6 months)

São Paulo, Brasil

As Technology Coordinator & Staff in the Innovation Area at Cogna, I work at the forefront of digital transformation, driving innovative initiatives that blend technology, design, and business strategy. My role focuses on leading multidisciplinary teams to accelerate the development of disruptive solutions, with a strong emphasis on Artificial Intelligence (AI) and efficient project management.

Key Responsibilities:

Tech and Design Team Leadership: I manage teams of developers and product designers in the innovation area (CVB), focusing on rapid prototyping,

validation of hypotheses, and productization of new business ventures. This involves fostering agile collaboration to transform conceptual ideas into viable products, ensuring alignment with the company's strategic goals.

Technical Leadership in AI: I lead the acceleration of "AI First" initiatives, spearheading strategic AI projects that optimize processes, generate innovative insights, and enhance competitiveness. My role includes defining technical architectures, integrating AI tools, and providing technical guidance to maximize impact at scale.

Control Tower Management: I oversee the structure responsible for monitoring and reporting key KPIs, as well as managing project budgets and providing visibility into ongoing initiatives. This ensures executive transparency, enabling data-driven decisions and operational efficiency.

Builder who codes: leverage AI pair programming to design, implement, and ship software end to end—from groundwork to production handoff; mentor teams to adopt this builder mindset.

Venture Creator | Intrapreneur
June 2024 - May 2025 (1 year)
São Paulo, Brasil

I drive the creation of new venture theses from scratch in a dynamic Corporate Venture Building (CVB) environment. My role spans across Make, Buy, and Ally strategies, ensuring a structured yet agile approach to business innovation and growth.

Make: I identify market gaps, develop strategic insights, and build ventures internally, from ideation to execution.

Buy: I assess potential acquisitions, conduct due diligence, and align investment opportunities with our long-term vision.

Ally: I forge strategic partnerships, leveraging synergies to accelerate innovation and expand market reach.

By combining deep research, strategic foresight, and execution excellence, I create high-impact ventures that drive sustainable business growth and position the company as a market leader in the evolving landscape.

Innovation & Consumer Insights Coordinator
November 2023 - July 2024 (9 months)

I work as a strategic investigator in an innovation-driven environment focused on new business development. My role is to identify opportunities and lead discovery processes to drive the company's growth across all sectors. This includes initiatives within the H1 horizon, such as core-adjacent businesses and process improvements, as well as more disruptive, long-term opportunities in H3.

My focus is on connecting strategic dots to generate innovative ideas and ensure the company remains a market leader with lasting impact in education for the next 10 years and beyond.

Tera

Mentor / Expert (Teacher)

June 2022 - Present (3 years 5 months)

Instructor for "How to test and validate hypotheses", "Crafting the discovery narrative" and "IA for Product Managers" (Digital Product Leadership & Product Discovery).

Taught cohorts of ~100 students; 9.8 average in post class evaluations.

SOMOS Educação

7 years 11 months

Group Product Manager

May 2022 - November 2023 (1 year 7 months)

São Paulo, Brasil

Head of Product - Meu Prof | Education Innovator | Agile Growth Strategist

I am a results-driven Head of Product at Meu Prof, a pioneering education company specializing in personalized academic support and private tutoring. With a keen eye on data, metrics, and KPIs, I lead a dynamic team in orchestrating agile experiments and fostering growth opportunities. My role extends beyond traditional product management as I spearhead strategic innovations, consistently shaping the trajectory of our offerings.

Key Expertise:

Product Leadership: Overseeing end-to-end product lifecycle, I empower cross-functional teams to craft exceptional solutions that meet user needs and drive market impact.

Data-Driven Insights: Leveraging data as a compass, I navigate the product landscape, using analytics to inform decisions, optimize performance, and identify untapped opportunities.

Agile Experimentation: By fostering a culture of experimentation, I embrace agility in design and implementation, iterating rapidly to refine strategies and deliver value swiftly.

Growth Strategy: My focus on growth hacking is unwavering. I am dedicated to harnessing innovative strategies that elevate product visibility, engagement, and user acquisition.

Innovation Catalyst: As a driving force behind Meu Prof's product innovation, I actively shape the company's trajectory through the exploration of new concepts, especially within the realm of Corporate Venture Building (CVB).

Sênior Product Manager (PM)

December 2020 - May 2022 (1 year 6 months)

São Paulo, Brasil

Senior PM working within the New Business/Growth tribe at Plurall, tasked with leading Plurall's journey towards B2C through three major in-house initiatives:

Billing: Our payment and financial processes backbone.

Store: Our marketplace where we offer products from partners.

Private Lessons: My Prof, our private tutoring product, with the goal of democratizing education.

Junior Product Manager (PM)

March 2018 - December 2020 (2 years 10 months)

São Paulo e Região, Brasil

P.O Responsible for the student's journey in Plurall leading multiple projects and teams. Plurall has become the largest education platform in Brazil, with more than 1,300,000 students on board and more than 250 million activities carried out in 2020 alone.

Key Responsibilities:

- Expertise in discovery (design sprint/studio - usability tests) in all phases of product ideation.
- Definition of strategy and product vision.

- Prioritization of deliveries according to the strategy, as well as alignment of stakeholder expectations.
- Planning of insertion of trackings and monitoring of metrics.
- Agile Ceremonies (Scrum / Kanban)
- Total user focus.

Product Owner

January 2016 - March 2018 (2 years 3 months)

São Paulo Area, Brazil

- I carry out the work of transforming the entire content of SOMOS teaching systems and publishers into digital, feeding our educational technology platform, Plurall, for students and teachers.

- I am part of the team that conceived the Anglo Education System's "Lesson given, class studied" service, a tool that brings the student's homework in an organized and practical way. We allow the teacher to monitor, through reports, the performance of his class and, to parents, each child individually. It is my total responsibility to feed the content, optimize and maintain this service.

- Edocente Project (<http://edocente.plurall.net>), I actively participated in the design of the portal, as well as the adaptation and feeding of all PNL D 2018/2019 content available for the high school, early years of elementary and high school segments and literature.

Google Certified Partner - Analytics

Freelancer

May 2014 - December 2015 (1 year 8 months)

São Paulo

Professional with "Google Partner" certification in Adwords, working autonomously in the creation and management of campaigns for clients from different segments (small and medium businesses), as well as monitoring conversions and consumer behavior via Google Analytics.

Education

Universidade Anhanguera São Paulo

Pós-graduação Lato Sensu - MBA, Controle Financeiro

Empresarial · (2024 - 2025)

BBI - Business Behavior Institute

Pós-graduação Lato Sensu, Gestão de Produto · (2021 - 2023)

Produtos Incríveis

Product Management · (2021)

Tera

Digital Product Leadership, Product Management · (2018)

Universidade Presbiteriana Mackenzie

Bachelor's degree, Marketing, Marketing · (2009 - 2013)