

Daniel Batista Ramalho

Product Manager & Process Specialist · São Paulo, Brazil

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SUMMARY

Product Manager and Process Specialist with 20+ years in technology, from technical operations to process design and digital product leadership. I combine discovery, delivery, artificial intelligence and user behavior to turn complex needs into governable solutions, with experience in payments, risk, compliance and ISO 9001/27001 conformity.

EXPERIENCE

Digital products, risk and compliance

Getnet - Santander Group ecosystem · Current

- Led discovery and delivery for the Document Platform, connecting business needs, user experience and regulatory requirements.
- Managed the lifecycle of more than 1,300 corporate and regulatory documents, including journeys, workflows and governance criteria.
- Implemented automation and artificial intelligence solutions to modernize the product ecosystem and reduce operational work.
- Achieved 100% compliance in global ISO 9001 and ISO 27001 audits in collaboration with partner teams.

AI / no-code workshops and tools

Independent · Current

- Designed and delivered proprietary digital products for digital presence, career mentoring and operational efficiency.
- Built landing pages, internal tools and workshop experiences using generative AI, automation and no-code platforms.
- Translated business problems into working prototypes, content, flows and validation indicators.

AI for caregivers and parents

Research & Product · Current

- Researched and explored digital assistants designed to reduce the mental load of caregivers and parents.
- Applied psychoanalysis, behavior and product design to define needs, boundaries and responsible experiences.

Broadcast systems and processes

SKY Brazil · 20+ years

- Progressed from Broadcast Systems Analyst to Senior Process Analyst, connecting technical operations, service continuity and process improvement.
 - Mapped workflows, identified operational risks and coordinated technical and business stakeholders.
 - Built the hands-on foundation in support, systems, information security and processes that informs current product decisions.
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EDUCATION

Cybersecurity Management

Postgraduate · MBA · FIAP

Psychoanalysis and Psychotherapy

Professional training · Instituto Esfera

Anthropology

Postgraduate · Faculdade Unyleya

Sociology

Postgraduate · Faculdade Unyleya

Higher Education Teaching

Postgraduate · Faculdade Líbano

Strategic Marketing

Postgraduate · MBA · Faculdade Líbano

Communication and Public Speaking

Postgraduate · Faculdade Líbano

Political Science

Postgraduate · Estácio

Philosophy

Postgraduate · Brazcubas Educação

Portuguese Grammar and Text

Postgraduate · UNINOVE

People Management

Postgraduate · MBA · UNINOVE

Information Security

Bachelor · Technologist · FATEC-SP

Computer Technician

Technical high school · Instituto Técnico de Barueri

SKILLS

Product Management · Applied AI & agents · Governance & ISO 9001/27001 · Discovery & Delivery · Information security · No-code & automation · Leadership and people management · Communication and facilitation

SELECTED CERTIFICATIONS

- AI & Agents Product Fundamentals - Tera
- AI for Product Management - Tera
- Lovable for Builders / n8n for Builders - Tera
- Project Management and Agile Methods - PMG Academy / FM2S
- Executive courses - Harvard / LinkedIn Learning / Casa do Saber

LANGUAGES

Portuguese - Native · English - Full professional · Spanish - Basic