

Stenyo Fonseca — Senior Product Manager / Product Lead

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Professional Summary

Senior Product Manager with 5+ years of experience leading digital subscription and e-commerce products (SaaS B2C/B2B2C). Expert in monetization, pricing & packaging, retention, and data-driven experimentation. Leads cross-functional squads (engineering, data, design, and marketing) to drive growth through Product-Led Growth (PLG), Continuous Discovery, and outcome-based product delivery.

Professional Experience

Product Lead — Loot Studios / Aug. 2024 – Oct. 2025

Loot Studios is a global digital entertainment company creating 3D printable models for tabletop gaming. I've Led the company's monetization and revenue optimization strategy, managing a cross-functional team focused on growth and operational efficiency.

Key achievements:

- Led the complete redesign of company's subscription model, replacing a static structure active since 2020, resulting in **+39% ARPU growth on new subs, resulting in +11% MRR increase YoY**.
- Implemented an infrastructure cost optimization plan (Google Cloud), **reducing OPEX by ~20%** with no downtime or performance loss.
- Re-architected production processes, **cutting the average product delivery cycle from 15 to 11 weeks (~27%)**.
- Led quarterly OKRs, balancing tactical initiatives and long-term revenue drivers.
- Directed global billing migration (Hotmart → Stripe), designing test architecture, upgrade paths, and international recurring payments.

Reason for leaving: personal relocation after completing a full handoff and detailed documentation of the product pipeline. [More information available on my website.](#)

Product Manager — Loot Studios / Sep. 2022 – Jul. 2024

Joined as the company's first Product Manager, responsible for establishing product culture, continuous discovery practices, and agile rituals. Built product analytics frameworks, dashboards, and prioritization processes that transformed operations into a cycle of learning and experimentation.

Key achievements

- **Created and launched Loot Rewards**, a loyalty and gamification program that **reduced churn by 20% and increased engagement by 30% among new users**.
- Designed upsell and personalization strategies that **boosted average order value by 26% and gross revenue by 21% in e-commerce sales**.

- Designed and launched user onboarding, platform personalization and in-app communication strategies, driving **+12% growth in Weekly Active Users (WAU)**.
- Defined core KPIs (ARPU, LTV, churn, NPS/CSAT) and built product dashboards using SQL, GA4, Mixpanel, Amplitude, and Power BI.
- Partnered with marketing to launch top-of-funnel initiatives (“3D Printing Hero”, “Loot Free Mini Pack”), **lowering CAC and improving organic conversion**.

Product Manager — ClubPetro / Jul. 2021 – Aug. 2022

ClubPetro is a Brazilian B2B SaaS company providing digital solutions for gas stations nationwide. Managed two main products — Loja ClubPetro (B2B e-commerce marketplace) and CRM ClubPetro (B2B2C platform) — leading growth, integration, and retention initiatives.

Key achievements:

- **Scaled the B2B marketplace from 8 to 26 partners in six months**, by establishing efficient integration, onboarding, and partner success processes.
- Led the 2021 Black Friday campaign, **delivering +55% YoY revenue growth**.
- **Led the Go-to-Market strategy** for CRM ClubPetro, enabling centralized communication flow between gas stations and customers through personalized SMS, push notifications, email, and WhatsApp.
- Managed the payment gateway migration (Wirecard → Pagar.me), increasing system stability and improving transaction approval rates.

Communications Coordinator & Product Owner — Minaspetro / Jun. 2018 – May 2021

- Led the digital transformation of the organization and its online presence.
- Oversaw the creation of the members’ mobile app, corporate website management, and editorial production of the industry’s leading trade magazine.
- Supervised communication budgets and strengthened the brand’s presence across Brazil’s retail fuel sector

Education

- **Master’s degree in software engineering** — PUC Minas (2024–2025)
- **Master’s degree in Data Analytics** — PUC Minas (2021–2022)
- **MBA in Marketing** — PUC Minas (2020–2021)
- **Bachelor’s Degree in Journalism** — PUC Minas (2011–2015)

Certifications

- **Product Leadership** — PM3
- **Product Management** — PM3
- **Consumer Subscription Growth** — Reforge
- **Agile Expert** — XPE

Languages

- **Portuguese:** Native
- **English:** Advanced (C2)
- **Spanish:** Advanced

Core Skills

Product Strategy • Pricing • Packaging • Retention • Churn Reduction • Monetization • Product-Led Growth • ARR • ARPU • LTV • SQL • Stripe • Shopify • GA4 • Mixpanel • Amplitude • GCP • Discovery • Go-to-Market • Loyalty • Experimentation • Stakeholder Management • Agile • OKRs