

Paulo Bassanesi

Senior Product Leader | Enterprise SaaS & Platform Integrations | AI Product Strategy | Global Product Management

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PROFESSIONAL SUMMARY

Product Management Leader with 15+ years of experience in enterprise technology, specializing in Enterprise SaaS, API integrations, AI product strategy, and intelligent automation. At Dell Technologies, led product strategy and cross-functional initiatives for global enterprise platforms, accelerating deployments by 60%, reducing unplanned outages by 64%, and driving AI-powered initiatives that improved testing execution speed by 110%.

Combines a strong engineering background with strategic product leadership and hands-on experience driving AI-first transformation across complex enterprise ecosystems. Skilled in defining product vision, leading global teams, and translating emerging technologies into scalable solutions that improve customer experience, operational efficiency, and business outcomes.

TOP SKILLS

Enterprise SaaS Product Management | Product Vision, Strategy & Roadmap Ownership | AI Product Strategy & AI-Driven Automation

PROFESSIONAL EXPERIENCE

Dell Technologies

Lead Product Manager Consultant

August 2025 – Present

Lead the AI-first end-to-end (E2E) test automation strategy across the global sales ecosystem, spanning the order-to-cash lifecycle, from order management through invoicing. Define product vision, drive roadmap execution, and prioritize high-impact initiatives.

- Drive large-scale digital transformation through AI-powered testing and automation strategies, delivering a 110% increase in testing execution speed.
- Lead a cross-functional team of 200+ business testers and automation engineers, aligning global stakeholders, technology teams, and business priorities.
- Lead end-to-end product strategy and development for enterprise SaaS solutions.
- Oversee Statements of Work (SOWs), vendor contracts, and delivery governance to support strategic alignment and operational efficiency.

Senior Product Manager

March 2022 – July 2025

- Owned product strategy, roadmap definition, and execution for Dell APEX, a global B2B multi-cloud platform, aligning enterprise SaaS capabilities with customer requirements, technical architecture, and long-term business objectives.
- Led API-based integration and platform connectivity initiatives across enterprise cloud ecosystems, partnering with engineering teams to define integration requirements, prioritize capabilities, and navigate complex technical dependencies.
- Drove cross-functional collaboration across product, engineering, and AI teams, accelerating platform deployments by 60% and reducing annual unplanned outages by 64%.
- Translated complex enterprise requirements into scalable product capabilities, balancing customer value, platform reliability, technical feasibility, and strategic business priorities.
- Led an enterprise technology talent development program, supporting the recruitment and development of 40+ software engineering interns annually and achieving a 93% retention rate.

IT Product Manager

August 2019 – March 2022

- Led global R&D and innovation programs for Dell services, ensuring compliance and guiding teams on security and CI/CD requirements.
- Tracked portfolio budgets, optimizing resources, third-party collaborations, and hiring.
- Managed global IT services across 10 applications for data analytics, automation, notifications, fraud detection, and risk management.

Senior Risk Manager

August 2018 – August 2019

Built and orchestrated predictive risk management models, boosting website traffic by 40% and online revenue by \$158M over two years for large-scale events such as Black Friday.

Technical Project Manager

June 2017 – August 2019

Analyzed customer satisfaction data and led A/B testing, design thinking, and localized experience improvements with UX and development teams. Improved global customer satisfaction by 38%.

Web Developer Analyst

May 2015 – June 2017

Developed, tested, and supported dell.com CMS and its global environment.

Software Engineer Intern

April 2014 – May 2015

Zeus Comércio de Salvados

Tech Lead

December 2011 – April 2014

Lead developer for Zeus eCommerce.

Software Engineer

December 2010 – December 2011

EDUCATION

FGV — MBA, People Management (2022–2024)

Pontifícia Universidade Católica do Rio Grande do Sul — Bachelor of Computer Engineering (2014–2019)

Fundação Universidade de Caxias do Sul — Electrical and Electronics Engineering (2013–2014)

CERTIFICATIONS & ADDITIONAL INFORMATION

Certified SAFe® 6 Practice Consultant | Certified SAFe® Scrum Master | Certified SAFe® 6 Lean Portfolio Manager | University Speaker

Languages: Portuguese (Native or Bilingual); English (Full Professional)

Awards: Bronze Award (2); Dell Champion Award (2); Silver Award