

DIGITAL PRODUCTS: EXPERIENCES THAT GENERATE DIRECT BUSINESS WITH THE CONSUMER

Digital products have provided a way for companies to be able to speak directly to their consumers and thereby boost and expand their business. In this panel, we will address the strategies, techniques and processes used in product development, with an innovative look at user-centric experiences and the intensive use of data in the construction and optimization of the user journeys.

Moderator: Daniel Monteiro - Head of Product Development and Technology – Globoplay

SPEAKERS:

STRATEGIC PRODUCT MANAGEMENT AS A LEVER FOR INNOVATION

Roberta Luzio, *Product Manager – Globoplay*

Innovation can be defined as the process by which new ideas are developed, tested and brought to market. However, the cost of failure has always been high, so avoiding it was and still is key. It is in this context that we will address the importance of Product Management in a strategic way, going through the skills, knowledge and processes adopted by Product Managers that are at the heart of creating successful innovative products.

GROWTH: THE TESTING METHODOLOGY TO GIVE TRACTION TO THE BUSINESS

Efrain Corleto, *Chief Growth Officer (CGO) & Partner- Vidia*

TECHNOLOGY CHALLENGES IN NEW PRODUCT LAUNCHES

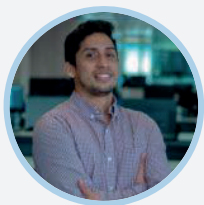
Bruno Bulso - Director of Operations and Co-Founder of Kobe – Creative Software House

**Daniel Monteiro - Head of Product Development and Technology - Globoplay**

Graduated in Electronic Engineering from UFRJ and passionate about new technologies, he joined Globo as an intern in 1998, working for 20 years in R&D and innovation areas. Since the beginning of 2021, he has been at the forefront of Globoplay's product and technology development, leading the teams that create and develop Globoplay's applications for all platforms.

**Roberta Luzio - Product Manager – Globoplay**

With an MBA in Business Management from FGV and CSPO and Product Management Leadership certificates, he currently holds the position of Product Manager at Globoplay, working in the construction and communication of the product strategy, leading the evolution through the union between business and technology and the orchestration of multidisciplinary teams. Passionate about people, strategy and digital products, she also has specializations in Social Media, Reputation and Branding and a postgraduate degree in People Management, career, leadership and coaching.

**Efrain Corleto - Chief Growth Officer (CGO) & Partner- Vidia****Bruno Bulso - Director of Operations and Co-Founder of Kobe – Creative Software House**

Graduated in Information Systems, with an MBA in Digital Project Management, Marketing and Management, he leads teams in the creation of a SaaS mobile application to enhance sales and user experience, applying techniques used by the most successful companies and startups in the market.

As director of operations at Kobe, a reference startup in mobile commerce technology in Brazil with more than 40 million people impacted around the world, he participated in the construction of high performance products and reference in the market, for brands such as Tok&Stok, Decathlon, Mobly, Grendene and Multilaser.