

Klaus Heringer

São Paulo, SP, Brazil | klaushheringer@gmail.com | [linkedin.com/in/klaushermano](https://www.linkedin.com/in/klaushermano)

PROFESSIONAL SUMMARY

Head of Product and Group Product Manager with 7+ years of experience in healthtech and fintech, leading product and design teams through hypergrowth. Proven track record of scaling products with operational efficiency: 425% revenue growth while keeping tech headcount growth at 30%, and expanding DAU from 20% to 80%. Deep expertise in continuous discovery, building autonomous teams, and connecting product decisions directly to business outcomes.

PROFESSIONAL EXPERIENCE

Head of Product & Design — Genial Care

Healthtech · São Paulo, Brazil

08/2025 – Present
(8 months)

- Led product and design through 2 investment rounds, sustaining 425% monthly revenue growth while keeping tech headcount growth at 30%, improving gross margin by 12 percentage points.
- Designed an AI-driven product discovery workflow that compressed discovery cycles and prototyping to under 1 week each, accelerating time-to-market across all squads.
- Launched a stealth product from 0 to 1, defining target market, conducting user interviews, and shaping pricing strategy to drive path-to-PMF with early adopters.

Group Product Manager — Genial Care

Healthtech · São Paulo, Brazil

02/2024 – 07/2025
(1 yr 6 mos)

- Built a proprietary in-house scheduling system with probabilistic intelligence, increasing maximum clinic occupancy by 70% and scheduling conversion rate by 40 percentage points.
- Redesigned the end-to-end onboarding journey, cutting onboarding SLA from 60 to 25 days (–58%) in close collaboration with operations, clinical, and engineering teams.
- Drove financial process automation through product, reducing monthly financial losses from 6% to 0.5% and cutting accounts receivable SLA by 25%, directly relieving working capital pressure.
- Translated proprietary clinical methodologies into product, reducing average time to complete a therapeutic goal from 3 months to 20 days.

Product Manager — Genial Care

Healthtech · São Paulo, Brazil

04/2023 – 02/2024
(11 months)

- Grew DAU from 20% to 75% and WAU from 35% to 95% in 6 months by prioritizing engagement, usability improvements, and continuous discovery with end users.
- Increased clinical team operational efficiency by 300% through workflow digitization and purpose-built tooling developed in close partnership with clinical leadership.

Senior Product Manager — Creditas

Fintech · São Paulo, Brazil

09/2021 – 04/2023
(1 yr 8 mos)

- Overhauled self-service payment flows in the app, increasing overdue payments resolved without human contact from 25% to 70%.
- Reduced login error rate from 15% to 0.5% by redesigning the authentication flow, driving a 5% uplift in loan origination.
- Led procurement and implementation of a collections orchestration platform, increasing recovery rates by 12% with no increase in operational headcount.

Product Manager & Product Analyst — Creditas

Fintech · São Paulo, Brazil

11/2018 – 09/2021
(2 yrs 11 mos)

- Led discovery and development of an internal collections CRM, tripling team efficiency and cutting first-response SLA on WhatsApp from 1 day to 5 minutes.
- Restructured the customer communications platform, achieving LGPD compliance and improving system availability to 99.5% uptime.
- Built Creditas' financial control platform, reducing accounts receivable SLA by 33% by leading no-code MVPs ahead of formal tech investment.

SKILLS

Leadership: Head of Product · Group Product Manager · Senior Product Manager · Roadmap Strategy · OKRs · Product Vision · Hiring & Team Building **Methods:** Continuous Discovery · User Research · A/B Testing · Jobs-to-be-Done · Lean Inception · Agile · Scrum **Domains:** Healthtech · Fintech · B2C · B2B2C · Regulated Products · Scheduling Systems · CRM · Collections Platforms **Tools:** Figma · Amplitude · SQL · Jira · Zoho · AI-driven Workflows **Languages:** Portuguese (Native) · English (Fluent) · Spanish (Fluent)

EDUCATION & CERTIFICATIONS

MBA in Business Administration & Marketing — Unifatea

2018 – 2019

B.A. in International Relations — Federal University of São Paulo (UNIFESP)

2013 – 2016

Professional Certification in Product Management — PM3

2018 – 2019