

Fernando Barrocal

Senior Technical Product Manager · Platform & AI Builder · Developer turned PM

São Paulo, Brazil · Remote · English & Portuguese

fernando.barrocal@gmail.com

linkedin.com/in/fbarrocal · barrocal.com · github.com/fbarrocal

SUMMARY

Senior Technical Product Manager for shared platforms that many systems and teams depend on. More than 20 years of hands-on software engineering (1996–2019) and product leadership since 2016. At Avalara since 2024, leading the retirement of the legacy Tax Form Catalog (a June 2025 cutover moved 15+ dependent systems with no downstream disruption; full decommission on track for end-2026) and driving an AI-agent program aimed at the ~700 hours a month of manual form mapping, with four agents in production as of October 2026.

Core strengths: retiring legacy platforms without breaking dependent systems · coordinating several engineering teams at once through their Engineering Managers · technical due diligence and platform integration after an acquisition · expanding a platform into new markets and countries · taking a founder's idea to a launched product.

EXPERIENCE

Senior Technical Product Manager, Platform Enablement · Avalara

May 2024 – Present · Remote (São Paulo, Brazil)

Cross-team product coordination across ~23–25 engineers on Avalara's internal Returns-as-a-Service tax-compliance platform (Form Services, Data Ingest, and Platform fronts), working through each team's Engineering Manager. Reports to Director, Platform.

- Leading the retirement of the legacy Tax Form Catalog behind every Returns product: drove the spec, gap analysis and a quarter-by-quarter parity roadmap; a June 2025 DNS cutover moved 15+ dependent systems to a RESTful Form Definition API with no downstream disruption; vertical-by-vertical adoption (content research, form mapping, property tax) puts the decommission on track for end-2026.
- Directed the ~2-year modernization of the Form Designer authoring tool through company-wide rollout: 100+ active users and 18,000+ forms across 17 tax domains.
- Driving the 15+ consumers' adoption of a GraphQL abstraction layer (Form Authoring + Form Runtime) that shields them from breaking API changes (in progress).
- Driving an AI-agent program to automate tax-form field mapping (formulas, jurisdictional tax rates, addresses), aiming to cut at least half of the ~700 hours a month spent on it by hand (in progress). As of October 2026, four agents are live for internal teams. The first analyzes jurisdiction change tickets and helps form mappers fill the gaps (affected zip codes, tax changes, downstream impact on Returns products); defined its process, metrics and requirements together with the form-mapping team and its manager.

Technical Product Manager (part-time contract) · AmberEnhance

Nov 2025 – Aug 2026 · Remote · Concurrent with Avalara

- Ran the Scrum team (dev, QA, design) building IndieCartel, a low-cost SaaS for coffee shops, with the founder as Product Owner. Built the company's operating system in Notion from scratch (tasks, epics, funding, ERP) and drove user and sponsor interviews. Soft-launched with 2 coffee shops in Madrid.

Independent Consultant · Product Building & AI

Sep 2023 – May 2024 · Remote

Deliberate return to hands-on technical work after leading product at Superbid, building AI skills ahead of a move into a Technical Product Manager role.

- Continued on-demand product and build support for Cliffside Cybersecurity on Cybereen after its launch (through Apr 2024).

- Designed and built Enrolmy's multi-country website around reusable content blocks and geo-based routing, delivered ahead of deadline, then supported their production rollout. The client built all its pages in 2 days on that structure and cloned the site to 2 countries in about a day (Mar 2024).
- Completed the Data & Artificial Intelligence Immersion (Oct 2023) alongside product and AI coursework.

Head of Product Management & Engineering, Latin America · Superbid Exchange

Feb 2023 – Aug 2023 · Remote (São Paulo, Brazil)

Promoted from the Platform role into a Latin America mandate. Oversaw two outsourced delivery teams in Argentina (9 people) and cross-functional coordination of a support-adoption initiative spanning Brazil and LatAm. Reported to Product Director.

- Led end-to-end technical due diligence and post-merger platform integration for the Canal do Campo acquisition, enabling expansion into the Agro vertical.
- Internationalized the core platform from Brazil into four more LatAm countries (Argentina, Colombia, Peru, Chile), aligning microservices, business rules and operations across all five.

Head of Product Management & Engineering, Platform · Superbid Exchange

Sep 2021 – Feb 2023 · Remote (São Paulo, Brazil)

Direct leadership of a 9-person cross-functional product and engineering team, the same team for ~3.2 continuous years, from the Round Pegs engagement through the Superbid direct hire. Core platform: asset digitization, public APIs for ERP integration, data normalization. Reported to CTO.

- Identified that pickup-only auctions excluded non-local buyers and partnered with a third-party shipping provider to open auctions to remote buyers: auctions carrying the feature cleared ~27% higher (3 events over 3 months, adjusted for inflation and vehicle pricing), ~80% of buyers who requested a quote hired the service, and shipping fees returned a ~7% commission to the platform.
- Coordinated a Customer-Found-Defects adoption initiative across Legal, Sales, Operations, Engineering, and Product (Brazil + LatAm), cutting support-ticket overflow ~54% (from ~60/month) through standardized tooling and workflow.

Product Manager & Product Mentor (advisory) · Cliffside Cybersecurity

Jun 2022 – Nov 2022 · Remote · Concurrent with Superbid

- Sole product owner for Cybereen, a low-investment cybersecurity SaaS for organizations with limited security maturity, including financial institutions.
- Joined right before development and shaped the founder's idea into the shipped product: defined the release vision, wrote the PRD, aligned the development team, and drove every step to Go Live while mentoring the founding CEO on product process.
- Shipped on schedule, with one of Australia's largest banks as the launch client.

Senior Technology Product Manager · Round Pegs Consultoria (client: Superbid Exchange)

Jul 2020 – Aug 2021 · São Paulo, Brazil

- Replaced manual, spike-prone file processing for enterprise client onboarding with standardized data-ingestion and ETL tooling, raising Digitalization cycle-time efficiency ~21%.
- Led a multifunctional product/engineering squad replacing legacy systems with distributed microservices under a lean delivery model.

Product Manager / Squad Leader · Round Pegs Consultoria (client: Superbid Exchange)

Dec 2019 – Jul 2020 · São Paulo, Brazil

- Oversaw modernization of legacy applications for product digitization, pricing, and marketplace publication; built a Sales Control Dashboard integrated with Superbid APIs.

Product & Project Lead · Freelance and consulting

2016 – 2019 · São Paulo, Brazil · Remote

Product and project ownership for client platforms, alongside hands-on build work.

- Owned the rebuild of Protobrand's Meta4 Insight questionnaire platform: dynamic forms, cascading questions, back-office reporting and gamification aimed at mid-survey abandonment, which fell ~47% versus comparable prior surveys.
- Led client projects end to end, including bringing in and coordinating other freelancers; 45 independent projects on a freelance platform since 2007, with a 100% client success score.

Software Engineer, Tech Lead & Founder · Own software house, consulting and full-time roles

1996 – 2019 · São Paulo, Brazil

More than 20 years of hands-on software engineering and technical leadership across ~17 consulting engagements, full-time roles and Neo Technologies (own software house): VoIP/telephony, e-commerce, marketplaces, CMS platforms, ERP integration. From 2015, also led client projects in parallel with the engineering work.

- Built a JTAPI/Cisco AVVID predictive call system enabling remote call-center operations for CallPoint (2002–2004).

SKILLS

Product & Strategy: Platform product strategy · Stakeholder alignment · Cross-functional leadership · Operating models & process design · 0-to-1 launch / GTM · PRDs · User interviews · Agile, Scrum, SAFe

Technical: API design (REST, GraphQL) · Microservices migration · Data ingestion, ETL & pipeline design · AI-agent automation · Software engineering (PHP/Laravel, Java, JavaScript) · Linux systems administration

Leadership & Domain: People management · M&A technical due diligence · Platform internationalization · Tax compliance platforms

Languages: Portuguese (native) · English (full professional)

EDUCATION & CERTIFICATIONS

- B.Sc. Computer Science · Universidade Paulista (UNIP), 2004
- Systems Analysis · Universidade São Marcos (coursework completed; institution closed before conferral)
- Data & Artificial Intelligence Immersion (2023) · Kevin Mitnick Security Awareness (2023) · Business Valuation (2022) · Business Analysis (2020) · Scrum Master & Agile Methodologies (2019) · Product Management (2018)