

Davi Mattar

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Professional Summary

Senior AI Product Manager with 10+ years of experience leading data-driven and AI-powered products across marketing, fintech, and hospitality. Skilled at aligning cross-functional teams (30+ collaborators) and turning AI/ML innovation into measurable business growth — from GenAI marketing automation to enterprise-scale decision systems.

Key Achievements

- **Automated Affiliate Vetting System (AI Marketing):** Designed and deployed an AI-powered vetting tool using n8n + Gemini, reaching 94% accuracy and cutting manual review time from 1h40 → 6 minutes (~94%), generating an estimated annual ROI of \$24K and enabling faster affiliate approvals.
- **Built enterprise AI platforms:** Spearheaded a GenAI Platform at Questrade, powering 12 AI products and serving 300K+ clients, driving \$20B+ assets under administration and \$358K in annual cost savings.
- **Drove revenue growth at scale:** Delivered CRO initiatives at MGM Resorts that lifted booking conversions by \$165K+ per month, including a 3.4% CTR uplift worth \$102K/month.
- **Scaled fintech adoption:** Grew Emana Pay banking app to 500K+ users, boosting user base by 150K+ and improving KYC funnel by reducing a 23% drop-off to 16%.
- **Launched and funded startups:** Co-founded BeeStart, delivering 100+ projects and mentoring startups. 20% secured seed funding, including one with \$500K+ investment.

Professional Experience

Hyatt Hotels Corporation — Chicago, USA

Senior MarTech Product Manager (01/2026 – Current)

Tech Stack: AWS, React JS, Node JS, Marketing CMS

- Owned the Marketing CMS, Hyatt Personalize Engine, and Landing Page CMS, supporting scalable content and promotion management across Hyatt's global digital ecosystem.
- Led cross-functional collaboration with marketing and engineering, to migrate tech stack from AEM to AWS, that brought 7% less bug occurrences.
- Strengthened MarTech foundations for AI-driven personalization, experimentation, and future GenAI integrations for the Landing Page CMS.

Questrade Financial Group — Toronto, Canada

Senior AI Product Manager (03/2022 – 01/2026) ~ +3 years

Tech Stack: GCP, MongoDB, Python, LangChain, LangGraph, LangSmith, Vertex AI, N8N, Google Analytics

- Built Affiliate Vetting Tool (n8n + Gemini): Delivered 94% accuracy, reduced processing time by ~94%, and generated \$24K annual ROI by automating the marketing affiliate approval workflow.
- Built and deployed a GenAI Platform, enabling 12 different new AI products across the organization and helping more than 300k clients with AI trading summarization news that increased by 40% news trades.
- Agentic AI Bot for customer support that increased the retention rate for customers on chat from 8% to 49%, saving around \$20 per chat and \$358,000 per year.
- Designed a machine learning pipeline, enhancing risk assessment and decision-making for Underwriters during Mortgage Loan Application.
- Led cross-team collaborations (+30 collaborators), aligning AI strategies with legal, security, infrastructure, and governance teams.

MGM Resorts — Las Vegas, USA

Product Manager (02/2021 – 03/2022) ~ 1 year

Tech Stack: GraphQL, Mobile, Flutter, Firestore, Adobe Analytics

- Owned the [MGM Rewards App](#) roadmap, supporting 4,600,000 of monthly visits and driving \$23M+ in monthly revenue.. Ran more than 25 different A/B tests and conducted the implementation of +50 enhancements.
- URL booking redirection optimization that increased CTR by 2.1%, representing a gross revenue increase of \$63,000 per month.
- Implemented the display of booking price that increased CTR by 3.4%, representing a gross revenue increase of \$102,000 per month.

Natura & Co — São Paulo, Brazil

Product Manager (01/2020 – 02/2021) ~ 1 year

Tech Stack: AWS, Firebase, Firestore, Elastic Search, React Native, Node JS, Dock

- Managed the banking app [Emana Pay](#) with more than 500k users, with around 1,500,000 per month bank transfers, credit card, payments, and savings.
- Increased user base by 150K+ and implemented Google Analytics for actionable insights.
- Reduced KYC onboarding drop-off from 23% to 16%, improving account activation and driving smoother access for 500K+ users.
- Championed a product-oriented culture in a fast-paced fintech environment.

BeeStart — Belo Horizonte, Brazil

Co-Founder and Product Manager (01/2013 – 01/2020) ~ 7 years

Tech Stack: GCP, Firebase, Firestore, MongoDB, React Native, React JS, Node JS, WordPress,

- Founded and scaled a startup launcher and consultancy, delivering 100+ web, mobile, and design projects for early-stage companies.
- Led a team of 15 employees, introducing Agile methodologies that improved delivery speed and client satisfaction.
- Supported venture growth: 20% of startups raised funding, including one raising \$500K+ and five others \$100K+ each.
- Directed product strategy and UX design, shaping go-to-market approaches that boosted client engagement and traction.

Education

Master in Data Science and Analytics — University of São Paulo (USP/Esalq), Brazil (2021 – 2022)

Final Project: [Neural Networks and Machine Learning techniques for the Mitigation of Risk in Venture Capital Operations within Latin America.](#)

B.A. in Business Administration — Federal University of Minas Gerais, Brazil (2012 – 2017)

Skills

AI/ML & Data: Python, TensorFlow, Scikit-learn, Vertex AI, LangChain, LangGraph, n8n, Power BI, Cursor

Product Management: Agile (Scrum/Kanban), Jira, Miro, RICE Prioritization, Google Analytics, A/B Testing

UX & Design: Figma, Adobe Creative Suite, User Journey Mapping, Product Discovery, Google Design Sprint

Languages

Portuguese: Native

English: Fluent - C2

Spanish: Intermediate - B1