

Fernando Reis

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Staff Product Manager | Supply Chain & AI | LATAM

Senior Product Manager with 6+ years in product management at one of the world's largest beverage companies, having led the global expansion of the company's main digital supply chain product. Today, I serve as the technology reference for South America, driving the product strategy at a LATAM level.

Professional Experience

Anheuser-Busch InBev, São Paulo - Brazil

Global Product Manager

11/2025 - present

- PM responsible for the company's largest global supply chain product across all of South America.
- Key communication and alignment point for stakeholders across 5 different countries.
- Involved in strategic roadmap decisions, supporting 7 other PMs in the design of new solutions.

Product Manager

05/2024 – 11/2025

- Led the company's WMS expansion to Central America.
- Responsible for translating the business needs of a new zone into new product requirements.
- Consolidated system adoption across 90% of Mexico's operations.

Associate Product Manager

05/2022 – 05/2024

- Led mobile, web and platform products across 3 different squads within the supply chain and logistics context.
- Structured product initiatives focused on discovery, prioritization, roadmap and delivery.
- Worked directly on highly complex systems alongside engineering, design and business teams.

Innovation Project Manager

01/2021 – 05/2022

- Led strategic projects focused on technology, digital transformation and new business.
- Involved in hardware implementation projects encompassing Computer Vision, RFID, IoT, RTLS, etc.
- Managed a total of R\$800k in project investments with an ROI of approximately 1.5X.

Imersa Tech, Minas Gerais - Brazil

Director of Operations

07/2018 – 01/2021

- Technology startup focused on AI solutions applied to computer vision for image recognition.
- Primarily responsible for business development, closing approximately R\$200k in contracts.
- Operationally enabled the development and delivery of AI solutions for clients in the tourism sector.

Education

Universidade de São Paulo – USP

- MBA in Digital Business and Artificial Intelligence (2024 - 2026).

Universidade Federal de Juiz de Fora – UFJF

- Bachelor's Degree in Industrial Engineering (2017 - 2021).
- Academic exchange: **Temple University - USA** (2019 - 2020).

Additional Information

Projects

- Developed the online auction solution used at the charity gala event of artist Karol G in Miami (2026).
- Technology Director of the Young Business Association of Juiz de Fora - MG (2026).
- Developed an automation proposal for generating regulatory drafts using GenAI for the Argentine government (2025).
- 2nd place at Brasa Hacks: Silicon Valley technology competition for Brazilian students abroad (2020).

Languages: Portuguese (Native), English (Fluent) and Spanish (Fluent).

Interests: AI enthusiast, having developed various new software projects and automations using AI.

Tools: Claude Code, Cursor, Jira, Azure DevOps, Figma, Miro, SQL, Power BI, Docker, GitHub, Excel...