

Felipe Rocha

Senior Product Manager — Digital Identity, Fraud Prevention & Risk Orchestration

São Paulo, Brazil | +55 12 99778-1361 | contato@felipeorocha.com | felipeorocha.com | linkedin.com/in/felipeorocha



Professional Summary

Product leader building and scaling mission-critical, data-driven products at the intersection of business, technology, and risk. Specialized in digital identity, fraud prevention, and risk orchestration for regulated environments, with strong experience in enterprise SaaS, discovery, roadmap definition, and cross-functional execution.

Core Competencies

Product Strategy & Roadmapping • Digital Identity & Fraud Prevention • Risk Orchestration & Compliance • Data-Driven Discovery • Cross-Functional Leadership • Agile Delivery • Stakeholder Alignment • SaaS Platforms

Professional Experience

CAF.io — Senior Product Manager (Nov 2025 – Present | São Paulo, Brazil)

- Leading product strategy and execution across digital identity and fraud prevention solutions.
- Defining discovery frameworks and prioritization aligned to customer needs, regulatory requirements, and business impact.
- Partnering with engineering and data teams to ship compliant, scalable products.
- Driving client-facing alignment and coordinating stakeholders across product, legal, compliance, and commercial functions.

Feedzai — Advanced Project Manager (Dec 2021 – Nov 2025 | São Paulo, Brazil)

- Owned delivery and evolution of enterprise risk and fraud detection features on a real-time SaaS monitoring platform.
- Led data-driven discovery, aligning customer pain points with technical capabilities and roadmap priorities.
- Partnered with major LatAm banks integrating monetary and non-monetary event flows.
- Collaborated with Data Science teams to improve model precision and reduce false positives.
- Coordinated global stakeholders across product, compliance, legal, and customer success.

Atech (Embraer Group) — Senior Project Manager (Feb 2016 – Dec 2021 | São José dos Campos, Brazil)

- Led cross-functional agile teams delivering high-impact technology solutions across aerospace, defense, and public sectors.
- Managed complex projects with multi-million-dollar budgets and multiple stakeholders.
- Implemented Lean and agile practices, improving delivery velocity and quality.

Education

Universidade de São Paulo (USP – ESALQ) — MBA, Business Management (2019 – 2021)

Fundação Getúlio Vargas (FGV – EAESP) — Marketing Management (2015 – 2017)

Certifications

- Certified Scrum Master (CSM)
- Cultural Awareness in Global Business — MIT

Languages

Portuguese (Native) • English (Full Professional) • Spanish (Intermediate) • French (Basic)