

ARE FEEL WERE 2020 CES



Fabrizio Gutiérrez

Challenge Manager

*Where do you start
if you want to change the world?*



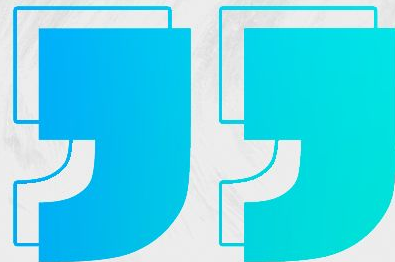
Fabrizio is a very strong professional, with advanced knowledge in process, business, and technical development. We worked together building a G&M area focused on Credit Cards, the SuperApp, and the Digital Bank, and the feedback from everyone was always excellent. Organized, collaborative, and creative, he always followed the agile process while continuously seeking improvements.

I had the awesome opportunity to work with him, and I strongly recommend Fabrizio.



Claudio Azevedo

Founder Strides EdTech
Ex Dotz, Zé Delivery & Cabify
[LinkedIn](#)





I strongly recommend Fabrizio for his rare ability to combine strategic vision, creativity, and execution excellence. We worked together on several high-impact initiatives, and I was consistently impressed by how he turned complex challenges into clear, data-driven growth opportunities. Whether leading GTM launches, lifecycle strategies or squad rituals, he consistently delivered measurable results – from double-digit improvements in conversion rates to more efficient acquisition funnels – all while fostering a collaborative and high-performance environment.

With deep expertise in Product Marketing, Growth, and Operations, Fabrizio stands out as a hands-on leader who empowers teams and brings clarity under pressure. He applies agile frameworks with discipline, uses data to inform every decision, and communicates with impact – across cultures and executive levels. Fabrizio is the kind of professional who raises the bar wherever he goes.



Deivid Bitti

Leader in Applied Generative AI |
CEO at Flexa Cloud | AWS
Experienced Speaker & Entrepreneur

[LinkedIn](#)



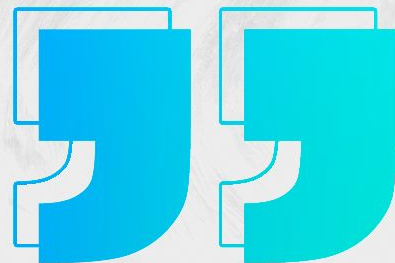


Fabrizio was a key player in the development of the Growth & Marketing organization at Dotz. He brought unparalleled enthusiasm to the process of discovery, hypothesis generation, testing, and rollout of actions. He always went the extra mile in helping manage his squad and looking for opportunities for improvement beyond his original scope, which led to him being in the top tier of evaluations in every cycle. Combined with his easy-going and can-do attitude, he was a pleasure to work with.



Felipe Palha

Growth Director @ Mastercard
Ex Google, OLX, QuintoAndar
[LinkedIn](#)





Fabrizio and I worked together at Dotz, in my marketing team. He jumped into the challenge of starting a new squad and setting up all marketing efforts for our co-branded credit card, as well as all growth initiatives – structuring the team and designing the first customer journeys to cover the entire lifecycle. Fabrizio learns fast, actively seeks information, moves at a fast pace, and is eager to learn whatever is necessary to deliver what's asked of him.

In addition to being high-performing, Fabrizio brings lightness to any environment he's in. He collaborates well with peers and teams and is seen as a leader – even if that title isn't formally his.

I look forward to working with Fabrizio again!



Manoela Brienza

Head of Growth @ PicPay
Ex Dotz, dr.Consulta, Elo & Avianca

[LinkedIn](#)





Fabrizio is one of the most well-rounded professionals I've worked with so far. With a strong focus on product development, project management, and a true growth mindset, he played a key role in shaping the growth strategy at Dotz Inc. His ability to combine strategic thinking with hands-on execution made him an essential contributor to cross-functional initiatives.

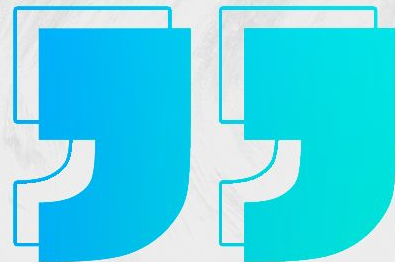
In his day-to-day work, he led high-impact strategies in a fast-paced, decision-driven environment, orchestrating multidisciplinary teams to deliver real value for the business and its clients. Fabrizio is excellent at aligning expectations, navigating risks, and building strong relationships with executives and business leaders. He's a natural team player who raises the bar wherever he goes. With a sharp understanding of political and market dynamics, he brings thoughtful solutions tailored to each context.



Danielle Geneolle

LATAM Marketing Manager @ Adobe
Ex Dotz, Friday.

[LinkedIn](#)





Fabrizio was one of the best right-hand men during his time at LiftBank, helping to structure several areas within the company. During the pandemic, he was one of the managers who contributed significantly to keeping the business on its feet, taking on the management of additional areas beyond his core responsibilities. I have nothing but great recommendations for him – without a doubt, one of the best professionals I've ever worked with



Victor Farias

Founder & CEO LiftBank

Ex CEO & Founder do Will Bank / Meu Pag!





Fabrizio is an exceptional professional whom I had the pleasure of working with. He embodies integrity, brings a dynamic and forward-thinking approach, and stands out as an incredibly inclusive and collaborative team member. He consistently uplifts those around him and drives impact with clarity and purpose.

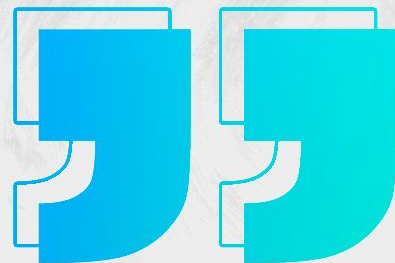
Way to go, Fabrizio!



Viviane Ajub

Global HR Executive | People & Culture Leader |
Talent Management | Talent Acquisition

[LinkedIn](#)





Working with Fabrizio on building Cober.io was an extremely positive experience. From the very beginning, he made a decisive contribution in turning an idea into a real product, seamlessly combining strategic vision with hands-on execution.

His ability to translate complex challenges into viable solutions aligned with both market needs and regulatory requirements, was key to our growth. Fabrizio played a direct role in shaping strategic partnerships, defining the value proposition, and developing our marketing and user acquisition strategies. On top of that, he brought a structured, data-driven approach, always focused on generating impact with efficiency and differentiation.



Juanmi López

CEO @ segurosIA | Insurtech & AI

[LinkedIn](#)





I had the privilege of working with Fabrizio Gutiérrez at LiftBank, where he served as Head of Product Operations. His leadership was instrumental to the success of several high-impact initiatives, including the launch of our digital account and credit product squads, helping increase onboarding efficiency by over 35% and reduce operational backlog by 50% in less than six months. He consistently demonstrated an outstanding ability to align product strategy with structured, scalable operations – combining agility, clear prioritization, and cross-functional collaboration.

Fabrizio combines strong technical skills with a global mindset, having worked across Latin America, the U.S., and Europe. He shares knowledge generously, empowers teams, and adapts quickly to complex challenges.

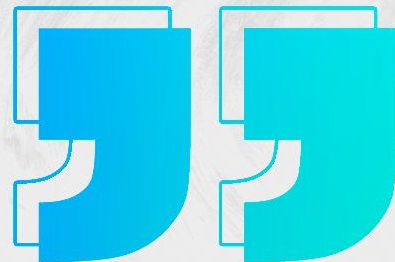


Alexandre Soares

Chief Financial Officer @ CS3 Revestimentos

Ex-Wine, Ex-LiftBank

[LinkedIn](#)





I strongly recommend Fabrizio as a highly effective executive leader. His technical expertise is matched by a contagious drive that energizes teams and accelerates execution. What truly distinguishes him, however, is his exceptional ability to build deep, authentic connections with people. Fabrizio intuitively understands team dynamics, leveraging creativity and emotional intelligence to align, motivate, and unlock the full potential of individuals and organizations. This rare combination of strategic vision, human insight, and executional excellence makes him a highly influential leader, capable of driving meaningful and sustainable business outcomes.



Márcia Monteiro

CEO & Founder @ Upik - Arquiteto de Bolso

[LinkedIn](#)

