

# Sabrina Lima Bettanin

Product Manager and builder with 7+ years of experience delivering impactful, growth-driven products. Currently co-founding and building AI-powered products in legal-tech and healthcare automation, from architecture and AI pipeline to product strategy. Certified in AI strategy (Berkeley Haas) and AI Product Management.

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## RELEVANT EXPERIENCE

### Co-Founder

2025 – Present

**Cartório 360** · Brazil (Remote)

*AI-powered SaaS B2B for Brazilian notary offices, focused on document reading, structured data extraction, and workflow automation for legal deeds.*

- Sole builder of the entire platform: designed and developed the full software architecture, AI pipeline, and prompt engineering, in partnership with a technical advisor.
- Built the AI layer from scratch: document interpretation, structured data extraction from property records and legal certificates, and automated workflow logic tailored to Brazilian notarial law.
- Validated through 6 months of in-field testing inside a real notary office alongside notaries and legal clerks, iterating directly on AI behavior and product UX based on real usage.
- Co-founded with a notarial law attorney, who contributed deep legal domain expertise while the technical and product execution was entirely owned by me.

### Founder

2025 – Present

**Estro** · Brazil (Remote)

*AI agency building custom intelligent agents for businesses, specializing in reception automation for medical clinics.*

- Designs, builds, and deploys AI agents integrated with WhatsApp, Google Calendar, and Chatwoot, handling scheduling, rescheduling, and patient triage for multi-doctor clinics.
- Manages the full delivery lifecycle: scoping, prompt engineering, workflow orchestration (n8n + Claude API), client onboarding, and ongoing quality iteration.

### Head of Product

Nov 2021 – Dec 2024

**CreatorBid** · Dubai (Remote)

*Led the 0-to-1 launch of an AI-driven platform that empowered creator businesses to automate engagement, build loyal communities, and scale revenue through personalized AI solutions.*

- As the founding Head of Product, defined and executed the strategy from MVP to V1, partnering with four engineers and one designer to rapidly prototype, validate, and launch features.
- Achieved over 300K users in the first quarter by prioritizing features that differentiated the platform, leveraging insights from competitive analysis and market research.
- Scaled published content from 4K to 60K posts per month by analyzing feedback from 200+ early adopters to identify pain points, introducing AI chat, proactive agents, and auto-reply.
- Launched V1 driving product-market fit with \$350M+ in transaction volume and \$1M+ in business earnings within the first quarter.

### Product Manager

2023 – 2024

**Postmint** · Germany (Remote)

*Led key upgrades for a B2B2C marketing application, helping businesses drive growth through user-generated content, affiliate and referral programs.*

- Reduced churn by 63% by revamping core product features and redesigning onboarding processes, directly addressing customer pain points.
- Streamlined cross-functional feature delivery by leading end-to-end product lifecycle management, including story creation, backlog prioritization, and stakeholder alignment.

### Product Manager

2022 – 2023

**Coorest** · Netherlands (Remote)

*A tech-driven carbon compensation company.*

- Drove a 33% increase in user engagement by designing and implementing gamification features based on behavioral analytics.
- Influenced leadership to pivot from B2C to B2B by presenting data-driven insights on adoption barriers, aligning stakeholders around a new strategy.

**Product Strategist**

Dec 2020 – Nov 2021

**E-Group** · Brazil (Remote)

*A company with a portfolio of five hospitality businesses globally.*

- Reduced task completion time by 55% by implementing agile processes within a cross-functional 10-person team.
- Collaborated with senior executives to design and execute a 1-year roadmap, gaining stakeholder alignment to streamline workflows across a global business unit.

**EDUCATION**

**Berkeley Haas School of Business**

Certification in Artificial Intelligence: Business Strategies and Applications

**Product School**

Certification in AI Product Management

**UDESC**

B.A. Design and Visual Communications

**SKILLS**

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<b>Tools</b>	Antropic API, OpenAI API, Google Document AI, n8n, Firebase, Supabase, PostgreSQL, MongoDB, Redis, WhatsApp Business API, Telegram Bots API, GitHub, Asaas, Google Cloud, Vercel, Docker, Next.js
<b>Languages</b>	English (fluent) · Portuguese (native)