

Giulliano Soares

Head of Data & AI

I set data and AI strategy. And I build what it promised.

Curitiba, Paraná, Brazil gsoaresctba@gmail.com LinkedIn (<https://www.linkedin.com/in/giullianosoaes>)

GitHub (<https://github.com/giullianosoaes>)

CAPABILITIES

Data Architecture and Governance: I design where data lives and who is allowed to do what with it

AI Culture and Operations: I get a whole company working with AI, not only the engineers

Vibe Coding and AI-Based Products: I write the harness on the DDC Framework that a company builds software inside with AI, and the agentic core its products run on

SKILLS

Data & AI Architecture: Data Lake, Data Warehouse, Lakehouse, BigQuery, Postgres, pgvector, Firestore, ELT & DataOps, Medallion architecture, Data lineage, Data enrichment & bureaus, LGPD & GDPR

AI Engineering & Vibe Coding: LLMs, Context Engineering, Prompt Engineering, Spec Engineering, Harness Engineering, Multi-agent systems, RAG, Human-in-the-loop, Claude Code CLI, Gemini CLI, Codex CLI, Cursor, Lovable, Grok Build, LangGraph, LangChain, Langflow, CrewAI, Mastra, Vercel AI SDK, MCP servers, CLI tooling

Image, Video & Audio Models: Whisper, DALL-E 3, Leonardo AI, Remotion, FFmpeg, Tone.js, Generative media pipelines

Product & Delivery: Product management, Product ops, Discovery to delivery, PLG, Pricing & go-to-market, Rollout models, Design systems, ADR documentation conventions, Scrum, Kanban, GTD, Metamodels, SaaS & Micro-SaaS

Automation & Low-code: n8n, Make, Zapier, Botpress, Google Apps Script, Google Sheets extensions

EXPERIENCE

Head of Data & AI

Liquid AI · São Paulo, Brazil (remote) · Apr 2024 - Present

I lead the data and AI function at Liquid AI: governance of the data pipelines, the security and privacy framework around them, a company-wide AI-first culture, the intelligent agents that automate critical workflows, and the DDC Framework that governs how AI-assisted work gets delivered. The product context is the Brazilian real-estate market, with product-led growth, data-driven decisions and AI-led features.

Direct the business and the product from the data, building the metrics and indicators the market runs on for the business, finance, sales, product and customer teams. • Built the Medallion pipeline: a model validates structure and business rules on arrival, then drives Bronze, Silver and Gold with a human in the loop. Unstructured input from many sources, enrichment against data bureaus, and lineage from the client's file to the indicator it feeds. • Mapped the company's obligations under LGPD and GDPR and structured the security and privacy framework on top of that mapping, so each control exists because a specific rule requires it.

Founder, Product & Technology Lead

Yala AI · Jan 2024 - Jan 2026

I conceived and shipped two products on Google Sheets on my own, from discovery through to delivery: I researched the market, designed the business model and the subscription plans, worked out cost and price, and only then launched. Yala orchestrates agents, memory and variables inside the cells. Mail Deliver sends e-mail from the same spreadsheet, with templates and open tracking in Analytics.

Took both from hypothesis to a paid release on the Google Workspace Marketplace, directing agents instead of hiring a specialist for each layer. • Designed the pricing and wired Stripe myself, which is the part of a solo product that decides whether it is a product or a demo.

Product Ops Manager

RiskNow.ai · Dec 2020 - Mar 2024

I led the portfolio-monitoring product and every deployment and maintenance operation around it, designing the rollout models, the Data Lake, Warehouse and Lakehouse architecture, and the continuous improvement of the ELT and support processes.

Designed the Data Lake, Warehouse and Lakehouse architecture behind the product. • Designed rollout models so a release lands in stages instead of on one date for everyone. • Owned the process across every area the product touched: commercial, administrative, financial, legal, customer relationship, and discovery through delivery, run with Scrum, Kanban and GTD.

Product Manager

Trackmob · Curitiba, Brazil · Feb 2019 - Dec 2020

I was accountable for the acquisition, engagement and analytics products, the BI and AI line, used by Greenpeace, Doctors Without Borders, the ICRC, ActionAid and 100+ other non-profit organisations.

NUMBERS | 100+ non-profit organisations using the products

EARLIER EXPERIENCE 2001 TO 2020

Founder and Product Manager, OnlySheets · 2017 - 2020 · A playground of my own for turning spreadsheets into working software.

Marketing Director, Trackmob · 2017 - 2018 · I owned brand positioning, communication and marketing automation, qualifying hundreds of leads a month.

Founder and Product Manager, YouSendr · 2016 - 2020 · I structured the business model and ran discovery, branding, the design system, documentation and prototypes.

Co-founder and Planning Director, Nossa Causa · 2014 - 2018 · I co-founded Nossa Causa, a social-transformation agency, and structured its creation, media and sales processes. | 4,000 daily visits to the agency's own content operation

Teacher of Discipline, Focus and Habits, A Grande Escola · 2014 - 2017 · I taught the methods and tools that helped hundreds of people build habits, reach goals and act on ideas.

Digital Planning Director, Getz Comunicação · 2013 - 2014 · I built the agency's digital department from scratch: planning, creative, media and development.

Digital Planning Director, IBPT · 2012 - 2013 · I ran the Impostômetro, Lupa no Imposto and Empresômetro websites, which publish tax data in real time. | 12.741/2012 (<https://www.lexml.gov.br/urn/urn:lex:br:federal:lei:2012-12-08;12741>) Brazilian federal law requiring taxes to be shown on every receipt, which the Lupa no Imposto project helped drive

Project Manager, Salsa:Mobion · 2011 - 2011 · I managed delivery with agile methods for clients such as Gazeta do Povo, Paraná Banco and Volvo.

Full-Stack Developer, Freelance · 2008 - 2010 · I worked as a full-stack developer specialising in e-commerce, building stores for the Curitiba market.

Founder, Agência da Internet · 2004 - 2007 · I founded my own agency, co-founded the first Impostômetro and launched the first SóCarrão portal.

Web Designer, MeuCarroNovo · 2001 - 2003 · I joined at sixteen as a web designer and built the process that put an independent car dealer's site live in two hours. | approx. 2h to deliver a car dealer's website

EDUCATION & CERTIFICATIONS

Business Administration, FAE Business School (2004, incomplete)

Certifications: Product Manager

LANGUAGES

Portuguese: NATIVE English: A2 (ELEMENTARY) · EF SET 35/100 (<https://cert.efset.org/en/TBvYXL>)