IGOR CARVALHO RODRIGUES

AI Product Manager | 10+ Years Project & Program Leadership

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U.S. permanent resident (Green Card), no sponsorship needed | Portuguese: native | English: fluent | Spanish: fluent

SUMMARY

Product manager with 10+ years leading complex projects and programs, the last 2 in product management. At an AI studio, runs product management across 5 products and a 32-person team: strategy, development, go-to-market and operations. Led the shift to AI-native development, from one-third of the team shipping to everyone, and grew DEGEN to 10,000 users in its first 2 months. Earlier project leadership spans the Rio 2016 Olympics, Copa América and a 700-person cultural institution.

PRODUCT MANAGEMENT · 2024 - PRESENT

Mother Tech (formerly Mother Games) — New York, NY
AI Product Manager & Chief of Staff — Sep 2024 - Present
AI product studio building 5 products with a 32-person team, including an AI content app, an AI data platform, a mobile RPG and a fashion AI content layer.

- Leads product management across all 5 products, owning roadmap and KPIs end to end: development, go-to-market and operations.
- Runs portfolio prioritization across the 5 products: decides what gets built and where the team invests, based on metrics, user signals and market shifts.
- Owns growth for DEGEN, the company's AI content app: 10,000 users within 2 months of launch. Set the acquisition strategy and the decision framework that governs paid media spend.
- Led the company's shift to AI-native development: grew the share of the team shipping from about one-third to everyone: 48,000+ code changes shipped, peaking above 1,000 a day.
- Built the company's operating system: one source of truth across every team, with all KPIs and business reviews automated, plus security and access governance across internal tools and data.
- Partners with the CEO as right hand: translates company strategy into owned plans and accountable teams, runs the executive operating cadence and leads hiring.

Independent Products

- **COSMIC** (thecosmic.app): AI photo memory app, designed and built end to end, from UX to TestFlight beta.
- **Grandma** (v0-grandma.vercel.app, github.com/grandma-coder): parenting tracker, designed and built end to end, from UX to TestFlight beta.

PROJECT & PROGRAM LEADERSHIP · 2015 - 2024

Copa América USA 2024 — United States
Venue Competition Coordinator — Jan 2024 - Jul 2024

- Ran competition operations at MetLife Stadium for 3 matches and 209,000+ spectators, including the Argentina vs Canada semifinal.

CONMEBOL, South American Football Confederation — South America
Competition Coordinator — Jan 2023 - Jul 2024

- Coordinated 4 international tournaments across multiple countries and led a system integration that unified context from every team.

Earlier roles

- **City of Arts, Rio de Janeiro** | Executive Director | 2017 - 2020: Led Latin America's largest cultural complex, 700+ staff.
- **Avocado Mídia** | Founder & Commercial Director | 2020 - 2022: Founded and ran an audiovisual production agency.
- **Rio 2016 Olympics & Street Carnival** | Operations Coordinator | 2015 - 2017: Operations for a 4M-attendee event.

SKILLS

Product: Product strategy, portfolio and roadmap prioritization, KPI design, go-to-market, growth and paid acquisition, user research, model evaluation

AI and technical: LLM product development, agentic workflows, Claude and MCP integrations, Next.js, TypeScript, React Native, Supabase / Postgres, Unity

Leadership: Executive operating cadence, cross-functional leadership, hiring, team of 32

EDUCATION

Estácio de Sá University, Rio de Janeiro | Bachelor's in Production Engineering, 2016 | CSM, CAPM®