

André Renault Teixeira da Costa

DIGITAL SERVICES MANAGER · TECHNOLOGY, AI AND OPERATIONS

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SUMMARY

Technology professional with over 15 years building and operating systems, websites, online stores and automation solutions for clients, from concept to production. I cofounded and lead two technology companies that deliver, every day, a portfolio of digital and artificial intelligence services, including public health platforms with social impact. I work across the full service lifecycle, from value proposition to metrics driven operation, with heavy use of AI, automation, project management and a demanding eye for quality, design and user experience.

EXPERIENCE

Founder and CTO · Promise Marketing

2020 to present

Lead the strategy and delivery of a digital services portfolio for around 18 corporate clients, connecting business, product, technology and operations.

- Built and operate Plataforma Cura (plataformacura.org), a free public digital service that connects patients, physicians and researchers to open cancer clinical trials across Brazil, expanding access to innovative treatments. Realized by LACOG (Latin American Cooperative Oncology Group) and Instituto Projeto CURA.
- Structure business models and value propositions with OKRs and per client viability analysis, guiding pricing, adoption and portfolio prioritization.
- Established service management, quality and compliance practices (LGPD, the Brazilian data protection law) across the portfolio, standardizing availability, information security and continuous improvement.
- Manage vendors, contracts and critical integrations, with automated billing, renewals and service level (SLA) tracking.

Cofounder, Project Management, Design and Relationships · MermAId / Iara

2023 to present

AI assistant on WhatsApp, Instagram, SMS and email, running 24 hours a day. I act as project manager and lead of design and customer relationships, in partnership with the CTO and the development team.

- Coordinate roadmap, priorities and delivery as project manager, aligning product, technology, operations and clients.
- Lead product design and interface, supported by AI, owning the user experience across every service channel.
- Run sales and the relationship and support for the client community, supported by AI, from prospecting and qualification to onboarding, adoption and retention.
- Positioned the service in two markets, the international brand MermAId and the Brazilian brand Iara, sustaining bilingual material and a partner channel.

EARLIER TRACK RECORD

Over 15 years of client projects (systems, websites, online stores and automation) and cofounder of digital platforms with purpose: **Zimboli** (a social and trade platform for agribusiness), **Revolutio** (energy through technology, generating discounts on customers energy bills) and **Pagehub** (a customizable links platform).

CORE COMPETENCIES

Service and operations management: digital service lifecycle, SLAs, availability, quality assurance and continuous improvement, with ITIL aligned practices.

Business and strategy: business modeling, value proposition, OKRs, pricing, adoption and go to market strategies, project and contract management.

AI and automation: generative AI assistants and agents applied to sales, support, operations and analysis, with standards governance and quality review.

Data and market intelligence: adoption, retention, conversion and churn metrics, lead qualification, benchmarking and trend monitoring to prioritize the portfolio.

Design and user experience: a demanding eye for visual quality, usability and interface, grounded in a design background and 20 years of fine art photography.

Relationships and technology: articulation with clients, partners and vendors in Portuguese and English; hands on practice in web development, cloud and integrations.

EDUCATION AND LANGUAGES

Bachelor in Graphic Design, with over 15 years of practice in product, user experience, project management and client service. Fine art photography for 20 years, the foundation of a demanding eye for aesthetics and quality.

Languages: Portuguese native, English fluent, Spanish intermediate.