

Yuri Gomes de Abreu

AI-Native Product Executive — Marketplaces & Pricing

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Product executive with 10+ years building marketplace, pricing, AI, and platform products at Mercado Libre, Uber, Apple, and McKinsey — plus 2× COO of tech scale-ups. AI-native operator who ships production software end-to-end. Open to advisory & board roles — global, remote.

EXPERIENCE

Terra Mobility — Lead Product Manager

Remote

Present

- Lead PM for the Terra Mobility travel app (Busbud, Buson, Recorrido) — bus/train/ferry booking for millions of travelers in 80+ countries; own product strategy end-to-end, operating AI-natively.

Mercado Libre — Senior Product Manager, Pricing

Latin America

2025–2026

- Own the seller-pricing product roadmap — 15+ pricing changes: +11.5% quality inbound, USD 26M in efficiencies captured, USD 950K new revenue, 40K+ sellers.
- Led the product transformation of seller shipping pricing (flat-fee → weight-based) across 5 countries.
- Defined the product strategy and business case for a USD 60M pricing-platform investment — the strategic response to Amazon in Brazil.

Stanza — Fractional Product Manager

US · Remote

2026

- Ran the end-to-end product function solo for a venture-backed consumer app — my most AI-native operating model to date, alongside my Mercado Libre work.
- Built LLM agents/skills that absorbed the PM execution — scoping, dev kickoff, QA, PR review, lifecycle emails, refund/support triage, metrics digests — cutting routine PM work ~75%, with human approval gates.

Idiomus — Chief Operating Officer

Brazil

2023–2024

- Built the Finance, HR, Product, Customer Service, Legal, and Data functions while the company launched new revenue streams; national Top 3 customer-service award (RA1000).

Huli — Chief Operating Officer

Costa Rica

2022–2023

- Grew EBITDA 15% and total-factor productivity 10%; raised service level 40%; built an internal ERP + HR platform for 100 employees across 5 countries.

Apple — Engineering Program Manager, Apple Music

Seattle

2022

- Led the cross-functional assessment of the new Messaging in Apple Music vision and evaluated ML-driven personalization; extended Apple's official project-lifecycle framework with a new phase.

Uber — Pricing Manager, Latin America

São Paulo

2019–2021

- Owned pricing product strategy for Uber's driver marketplace — 3.5M drivers across 15 countries; USD 5M inefficiencies captured in 4 months; +16% driver satisfaction.
- Built Uber LatAm's first pricing-simulation platform (Python) — strategic pricing decisions from 5 days to 1.

McKinsey & Company — Researcher / Knowledge Consultant

Costa Rica

2017–2019

- Product-managed a proprietary consumption-forecasting platform: 54 engagements, 35 clients, 6 sectors; fast-track promotion.

Cartier — Knowledge Manager

Paris

2016–2017

- Knowledge system behind the Panthère de Cartier sunglasses launch; +20% innovation pace.

EDUCATION

The Wharton School, UPenn

MBA — Operations, Information & Decisions (STEM) · 2021–22

The Lauder Institute, UPenn

MA — International Studies · 2021–22

UTC Compiègne (France)

Diplôme d'ingénieur — Computer Engineering · 2011–16

Poli-USP (Brazil)

BEng — Industrial Engineering · 2011–16

AI-NATIVE PORTFOLIO

PetsApp

Pet-industry marketplace & SaaS · 10 countries

VIA

5 AI companions, 4 languages · Anthropic API

Claude Monitor

Open-source macOS menu-bar app

more at yurigda.com

SKILLS

AI

Claude Code, agentic pipelines, MCP, RAG, evals

Build

Python, SQL, Flutter, Firebase

Product

AI & agentic products, marketplaces, pricing, platforms, growth, experimentation

LANGUAGES

Portuguese & Spanish (native) · English & French (fluent)