

Felipe Luis Salgueiro

Marketing Engineer · Operator-Founder

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Professional summary

Marketing Engineer and operator-founder who builds brand, product and go-to-market systems powered by AI. I connect customer research, positioning, product discovery, acquisition, activation, CRM, automation and operating workflows to turn strategy into measurable, repeatable execution.

Core expertise

Product Marketing · Go-to-Market Strategy · Customer Research · Positioning · Product Discovery · Growth Systems · CRM & Lifecycle · Marketing Automation · AI Agents & Workflows · Content Operations · Cross-Functional Delivery · Operational Design

Professional experience

Founder & Marketing Engineer — Cadencia 2024–Present

AI-powered content operations, CRM and GTM systems

- Lead product, technology, growth and customer operations for an AI-powered platform that connects content planning, production workflows, distribution and performance insight.
- Translate customer workflows and constraints into product capabilities, context and memory models, agent roles, integrations, guardrails and evidence loops.
- Shape positioning, product marketing, acquisition, activation and CRM workflows so product strategy can become operating execution.

AI Product Development & Software Architecture Instructor — NoCode Startup 2024–Present

- Design and teach live programs on problem definition, product development, system architecture, code literacy, APIs, data, deployment, testing and ongoing operation.
- Create curriculum, repositories, live demonstrations and workshops that use AI as an engineering and operating discipline rather than a code-generation shortcut.

Founder & Branding Mentor — Grupo JDR 2021–2024

- Led customer research, positioning, content, channel and commercial-operating work for client engagements.
- Connected brand decisions with demand generation, sales funnels and recurring operating routines.

Operator & Partner — O Berro 2013–2024

- Progressed from kitchen operations to executive leadership and partnership, working across product, pricing, cost, capacity, customer experience, brand and distribution.
- Documented recipes and operating processes; introduced technical specifications, contribution-margin and cost routines to improve decision quality.
- Reworked the menu, purchasing, inventory, kitchen, front-of-house and leadership routines around observed demand and service flow.

Founder — Dagood 2012–2013

- Built a leisure-discovery product; used onboarding signals, user research and iterative experiments to refine recommendations, occasion-based filters and the value proposition.

Earlier experience — AgênciaClick Isobar / Fiat · Itaú Unibanco · ESPM Jr. 2008–2012

Research, process documentation, digital-project coordination, SEO, agencies, technology and quality assurance across client and financial-services environments.

Education & professional development

Specialization in Data Science — Centro Universitário FACENS, scheduled to start 03 October 2026 · expected completion October 2027

Communication and Advertising — ESPM, 2007–2011

Gastronomy — Universidade Anhembi Morumbi, 2014–2016

Branding — FGV, 60 hours · **Growth Marketing T25 and Traction T20** — G4 Educação, 2023