

EDUARDO PELISSARI

Product Operations Lead | Business Process Improvement | Workflow Automation, SQL & Systems Analysis | Hospitality Tech & SaaS

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SUMMARY

Product Strategy & Operations professional who turns operational friction into scalable systems, clear workflows, data structures, and operating rules. Combines business systems analysis, SQL, data modeling, data analysis, workflow automation, and frontline operational judgment to identify process gaps, define business rules and requirements, validate solutions through user acceptance testing (UAT), and deploy operating models teams can run autonomously. Experience spans hospitality technology, SaaS, productized ventures, digital platforms, and complex service environments. Results include engineering ELUZA's full-stack product and no-code operating system, reducing intake friction by approximately 60%; building a product-led D2C subscription business to **R\$50K-R\$60K per month (approximately US\$10K-US\$12K)** at 85%+ margin with zero paid acquisition; analyzing 16,644 service tickets at The Empire Hotel to guide process redesign and reduce new-hire ramp-up time by 25%; and leading a cross-departmental ALICE platform rollout at Hotel Unique that reduced duplicate request handling by approximately 40%.

SKILLS

- **Product Strategy & Operations:** Product Operations, Operating Model Design, Business Process Improvement, Workflow Mapping and Automation, Product-Led Growth (PLG), Systems Architecture, Feature Prioritization and Trade-Offs, Operational Transformation
- **Systems, Data & Analysis:** Business Systems Analysis, SQL, Data Analysis, Data Modeling (PostgreSQL), Root Cause and Ticket Analysis, Technical Requirements Definition, Requirements and Scenario-Based UAT
- **Execution & Change:** Workflow and Process Design, SOP Design, Cross-Departmental Routing and Escalations, Change Management and Launch Readiness, Platform Rollout, Frontline Training
- **Economics & Capacity:** Subscription and Pricing Strategy, Demand and Capacity Constraints, Margin Protection, Lean Tech Stack, Billing Reconciliation, Vendor and Contract Management
- **Automation, AI & Privacy:** Workflow Automation (Make, Zapier), AI-Assisted Workflows with Human Review, Privacy-Conscious Data Modeling, End-to-End Delivery Systems

EXPERIENCE

Product & Operations Lead | ELUZA

New York, NY | Jan 2026-Present

- Reduced client qualification clarification cycles from 4-5 rounds to 1-2 per engagement, cutting intake friction by approximately 60% through redesign of the upfront customer intake process and data requirements.
- Engineered the product application, data structures, and operating system for a travel-design service using a PostgreSQL data model (Neon), Next.js, Vercel, and Stripe.
- Enabled a non-technical operator to manage daily operations through a centralized no-code interface for intake, status updates, client messaging, document delivery, and checkout.
- Designed and deployed AI-assisted decision workflows for pricing, vendor coordination, and fulfillment, with documented human review boundaries.
- Automated back-office workflows through Google Workspace operational data layers, including Sheets scripting and structured databases, and real-time Slack handoff pipelines.
- Protected client transaction security and reduced compliance exposure through Stripe Hosted Checkout, tokenized payment flows, one-year link expirations, and an automated three-year document purge cycle.
- Built data privacy and governance workflows for legal requests, including record removal, credential revocation, and transactional metadata anonymization.

Guest Experience & CX Operations Manager | The Empire Hotel New York

New York, NY | Mar 2025-Nov 2025

- Analyzed 16,644 customer service tickets across hotel departments to identify systemic service failure causes and guide process redesign.
- Reduced new-hire ramp-up time by 25% (four weeks to three) by rebuilding frontline onboarding and cross-departmental SOPs based on ticket analysis.
- Reduced front-desk operational friction by replacing ad hoc practices with formal handoff, routing, and severity-based escalation rules.
- Introduced a pre-arrival risk analysis protocol for room assignments and high-impact arrivals to mitigate guest dissatisfaction.
- Aligned frontline operations with commercial leadership by establishing structured service recovery boundaries.

Founder & Product Operations Lead | Study Smart - English & Translation Services

Remote (Brazil & U.S.) | Aug 2023-Jan 2025 | Case study: jppelissari.com

Systems scope: Commercial model design, capacity-constrained checkout logic, and end-to-end fulfillment automation

- Enforced capacity constraints at checkout by automating waitlist routing when calendar utilization reached 100% (35-40 live hours per week), preventing delivery oversaturation.
- Re-architected ad hoc hourly billing into four recurring subscription tiers (R\$390-R\$1,200 per month) calibrated to regional purchasing power, scaling revenue to **R\$50K-R\$60K per month (approximately US\$10K-US\$12K)** at 85%+ margin.
- Maintained R\$0 paid customer acquisition cost (CAC) through a content-led YouTube growth engine with 140 videos, 37K subscribers, and 2M+ views; reached monetization in under six months.

- Diversified revenue beyond founder-delivered hours by productizing asynchronous coursebooks (R\$288-R\$720 for external customers, with a 20-30% markup) and generating YouTube AdSense revenue.
- Preserved an 85%+ operating margin and 0% customer churn while integrating a third-party application with 31,000 exercises by restructuring subscription economics.
- Automated end-to-end customer fulfillment using Pix, PayPal, WhatsApp API, Zapier, Make, and Calendly, covering checkout, material delivery, onboarding, and scheduling.
- Closed the business as planned and debt-free ahead of U.S. relocation after identifying solo-delivery capacity limits; fulfilled student commitments and retained the content library as a passive organic asset.

Service Operations & Implementation Lead | Hotel Unique

São Paulo, Brazil | Mar 2020-Jul 2023

- Led rollout and change management for the ALICE operations platform across Front Office, Housekeeping, and Maintenance at an 86-room luxury property.
- Reduced duplicate request handling by approximately 40% and maintenance resolution time by approximately 25% by translating departmental handoffs into unified routing, status, ownership, and escalation rules.
- Prevented go-live defects and configuration errors by designing and conducting scenario-based UAT with 20+ daily frontline users and coordinating requirements with software vendor engineers.
- Drove platform adoption without formal authority or delaying go-live by authoring operational SOPs and delivering tiered, hands-on training.

Guest Service Representative | The Ritz London

London, U.K. | Feb 2015-Dec 2019

- Resolved complex customer operations issues in a five-star environment, balancing brand standards, guest impact, cost boundaries, and cross-departmental coordination.
- Minimized arrival friction for VIP accounts by coordinating handoffs across Reservations, Concierge, and Facilities.

EDUCATION

Bachelor of Business Administration, emphasis in Marketing | Universidade Paulista (UNIP), São Paulo, Brazil | 2011-2014

Google UX Design Professional Certificate | Systems Thinking, Research & Product Design

TECHNICAL SKILLS

Data & Databases: SQL, PostgreSQL (Neon), Supabase, Data Modeling, Google Sheets Script Automations

Product & Application Systems: Next.js, Vercel, Stripe, ALICE

Automation & Workflow Tools: Make, Zapier, WhatsApp Business API, Calendly, Slack Integrations

AI & Operations: Gemini API, AI-Assisted Workflows with Human Review, Google Workspace Architecture, Notion

Methods: Workflow Mapping, Operating Model Design, Technical Requirements Definition, Scenario-Based UAT, Platform Rollout, Change Management, Escalation Frameworks, Root Cause Analysis, SOP Design

Languages: Portuguese (Native); English (Fluent, Professional)