

FABRIZIO GIOVANNINI FILHO

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AI/ML Product leader and builder with 8+ years of experience. Shipped 0-to-1 products to 250M+ users, owned SVP-level goals, and generated \$255M+ in revenue. Deep technical fluency across GenAI prototyping, LLMs, data and ML systems.

CORE COMPETENCIES

AI/ML Product Strategy & Roadmapping • Personalization & Recommender Systems • Experimentation & Causal Inference • LLM / GenAI • Model Evaluation • Stakeholder Management • Cross-Org Execution • User Research • Data Analytics • SQL • Python

EXPERIENCE

AMAZON

Seattle, WA, and Chicago, IL

Sr. Product Manager - Technical, Prime Science

Oct 2024 – Present

- Own product strategy and multi-year roadmap for ML personalization systems powering the Prime membership experience for 250M+ customers globally — a Principal-scope role leading a cross-functional team of 50+ engineers, AI/ML, data and designers
- Launched a 0-to-1 ML recommender system to optimize multiple stages of the Prime growth funnel across web and mobile, improving acquisition by 3%, retention by 7% and generating \$115M+ in annual incremental revenue
- Independently prototyped and shipped LLM-powered interpretability feature for ML and causal econometric models, using Claude Code and agentic workflows to generate new segmentation insights that contributed to 12M+ Prime member acquisitions
- Defined the multi-year vision and north-star OKRs for Prime personalization systems, influencing VP- and Director-level roadmaps on data standardization, long-term optimization goals, and reusable ML capabilities to scale personalization across products
- Drove 5% improvement in Prime acquisition and retention metrics by designing and executing rapid, large-scale experiments across 60M+ users, applying rigorous causal inference frameworks to evaluate results
- Established ML model governance and launch readiness framework adopted across the Prime org — defining quality thresholds, evaluation criteria, and experiment guardrails for 10+ model releases to ensure safe, high-impact deployment

Sr. Product Manager - Technical, Amazon Fulfillment Technologies

Aug 2022 – Oct 2024

- Owned product vision, north-star metrics, and roadmap for staffing optimization platform used by 1M+ employees across Amazon's global fulfillment network, supporting cross-functional team of 30+ engineers, applied scientists and designers
- Launched staffing optimization platform with dynamic shift allocation, improving fulfillment network staffing coverage by 7%
- Prototyped GenAI feature to automate staffing audits, reducing manager time-on-task by 58%, and driving \$9M+ in annual savings
- Led platform international expansion across EU and APAC, coordinating across regional teams and driving \$16M+ in savings
- Improved CSAT by 25% and reduced task time by 11% through a ground-up product redesign informed by deep user research across 12 warehouse visits and 50+ operator interviews

Sr. Product Manager Intern (MBA), Amazon Fulfillment Technologies

Jun 2021 – Sep 2021

- Partnered with engineering, operators and applied scientists to define requirements and launch surge-pricing feature for overtime shifts, saving \$60M annually from missed deliveries

CHARLES RIVER ASSOCIATES

Boston, MA, and London, UK

Consulting Associate, Financial Markets

Sep 2018 – Aug 2020

- Led team of 4 building data products and quantitative modeling platforms to analyze complex financial market dynamics at scale, supporting \$60M+ in client engagements

Associate, Financial Markets

Aug 2016 – Aug 2018

- Applied econometric and statistical modeling to analyze financial market activity, translating model outputs into clear insights presented to C-suite executives and regulatory bodies including the DOJ and SEC

Analyst, Financial Markets

Aug 2015 – Jul 2016

- Built automated simulation tooling in Python to model trading behavior and market dynamics across large transaction datasets

EDUCATION

UNIVERSITY OF CHICAGO - BOOTH SCHOOL OF BUSINESS

Chicago, IL

Master of Business Administration, Concentrations in Entrepreneurship and Finance

Sep 2020 – Jun 2022

UNIVERSITY OF CHICAGO

Chicago, IL

Master of Science in Computer Science

Sep 2020 – Jun 2022

PRINCETON UNIVERSITY

Princeton, NJ

Bachelor of Arts in Economics, Certificate in Finance

Sep 2011 – Jun 2015