

# Victor G. Jorge

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## WORK EXPERIENCE

### Business Operations Manager - allUP (Los Angeles, CA)

*Pre-seed HR Tech startup backed by a16z, using video-based hiring and AI-powered matching to connect professionals and companies through more authentic, data-driven recruiting.*

#### 2024 – Present

- Designed and operated the entire job intake → configuration → publishing → distribution workflow, coordinating inputs across Operations, Product, Marketing, Engineering, and Client Success.
- Built a Notion-based operational backbone to orchestrate job launches, including CRM tracking, task dependencies, ownership, and SLA visibility.
- Personally executed and later simplified a multi-tool job publishing flow (Admin, Notion, Typeform, VideoAsk, Zapier) before the company had a unified admin system.
- Partnered directly with the COO & Co-Founder to progressively eliminate manual steps and third-party tools, redesigning the workflow into a single, admin-driven flow.
- Operated the LinkedIn job distribution layer end to end:
  - Managed hundreds of paid job postings across multiple U.S. cities
  - Tracked views, applicants, spend, saturation points, and repost cycles
  - Built performance analyses to identify where demand converted more efficiently.
- Created the data foundation that enabled the transition from a pay-per-post LinkedIn model to a fixed-cost, high-volume agreement, scaling from ~50 to 1,200+ concurrent job postings.
- Built operational dashboards using Notion and Google Sheets to monitor job performance, applicant conversion, and city-level demand patterns.
- Acted as the execution layer between leadership intent and day-to-day delivery, ensuring priorities moved forward despite shifting constraints.

### Director of Innovation & Development / Acting Chief of Staff - Secretariat of Innovation and Development — Ribeirão Preto City Hall

*The Secretariat of Innovation and Development of Ribeirão Preto is the city's public engine for innovation, economic growth, and global connectivity, bridging public policy, startups, and global markets.*

#### 2023 – 2024

- Acted as Acting Chief of Staff, directly managing 25 people (23 direct reports) and supporting the Secretary on prioritization, execution, and delivery.
- Assessed team structure and replaced three leadership roles to realign execution capacity with strategic priorities.
- Designed the Secretariat's operating model from scratch, including:
  - Work and project tracking in Monday

- Centralized documentation and standards in Notion
  - Clear intake, prioritization, and reporting flows.
- Structured and ran execution cadences:
  - Weekly leadership syncs
  - Regular 1:1s with direct reports
  - Monthly all-hands focused on metrics, delivery status, and blockers.
- Led cross-department coordination across Finance, Urban Planning, Environment, Health Surveillance, Fiscalization, Mobility, and Education, aligning work that had never been integrated before.
- Delivered Empresa Fácil, the city's first fully digital business registration platform:
  - Integrated municipal systems with VRE / REDESIM / JUCESP
  - Automated feasibility analysis and licensing for low-risk activities
  - Enabled fully online opening, alteration, and closure of companies.
- Coordinated rollout, training of public servants and accountants, public launch, and assisted operation.
- Delivered the first formal performance report ever presented by the Secretariat to the Mayor, consolidating execution results, metrics, and forward-looking priorities.

## **Lead Product Manager / Product Manager - Grupo BILD Innovation Lab**

*Grupo Bild is a Brazilian construction and real estate holding building a complete housing ecosystem.*

**2020 – 2023**

- Led product execution for the replacement of a critical legacy commercial system, deeply mapping workflows, constraints, and dependencies.
- Defined and scoped a modular digital ecosystem designed to both support internal operations and evolve into a configurable SaaS product for external clients.
- Owned roadmap definition, delivery sequencing, and go-live coordination across squads.
- Introduced product operations standards (documentation, task structure, tooling) to reduce dependency on individual PM styles.
- Rolled out the ecosystem across 10+ regional operations, coordinating training and adoption.

### **Public-interest initiative (COVID-19):**

- Acted as Product Manager for LeitosCovid.org, a public-interest platform developed to support the Municipality of Ribeirão Preto during the pandemic:
  - Integrated hospital bed occupancy data from all regional hospitals
  - Delivered the city's official monitoring platform under crisis timelines
  - Platform adopted by the Municipality and later referenced by other cities.

## **Senior Consultant - GreenMax Capital (New York, NY)**

*Innovative financing for sustainable energy in emerging markets.*

**2020 & 2022**

- Supported the World Bank's **RISE (Regulatory Indicators for Sustainable Energy)** initiative.
- Led structured data collection and regulatory analysis for Brazil.
- Synthesized complex inputs into executive-ready materials for global stakeholders.
- Re-engaged in 2022 following successful first delivery.

## EDUCATION & CERTIFICATIONS

- **B.A. in Controllershship & Accounting Science** — University of São Paulo
- **Digital Product Leadership** — Tera
- **Corporate Innovation Program** — Skin Innovations
- **Data Visualization with Power BI** — SENAI
- **ClickUp Power User** (recognized by the platform)

## VOLUNTEERING

### **Financial & Administrative Volunteer | RESACA Solidaria, AIESEC**

*La Plata, Argentina — Jan–Feb 2019*

- Managed the NGO's administrative and financial operations, conducting analyses on project viability and supporting budget discussions.
- Contributed to strengthening financial transparency and ensuring the sustainability of community-driven initiatives.

### **Board Member | AkiPosso+ (2024 – Present)**

Advising leadership on scaling tech initiatives and measuring impact for an AI-powered platform promoting social inclusion.

### **Chair of the Working Group on Brazilian Social Thought, Administrative Reform and Innovation | SBAP – Brazilian Society of Public Administration (Nov 2025 - Present)**