

PAULO GUILHERME LANZILOTTI

AI PRODUCT & BUSINESS STRATEGY | AI TRANSFORMATION | PRODUCT DELIVERY

São Paulo, Brazil | +55 11 91610-9494 | paulog@lanzilotti.com.br | LinkedIn

Portfolio: | Portfolio Lanzilotti | RefurbHub Planner | 1-Minute Estimate | Invest

PROFESSIONAL SUMMARY

AI product and business strategy leader with a multidisciplinary background in engineering, operations, product ownership, marketing, and digital transformation. Translates ambiguous business problems into practical AI-enabled products, workflows, and operating models - from discovery and process mapping through prototyping, deployment, adoption, and measurable results. Built and launched AI estimating, qualification, and investor-advisory experiences using LLMs, RAG, CRM automation, and systems integrations; generated more than £11M in renovation estimates while leading international stakeholders across product, technology, marketing, and operations.

CORE CAPABILITIES

AI use-case discovery and business transformation | Process mapping and workflow redesign | AI product strategy and roadmaps | Customer journey and adoption | Deployment and playbook creation | LLM/RAG and agentic workflows | APIs, CRM/ERP and systems integration | Business cases and value measurement | GTM and account growth | Cross-functional leadership

Technical fluency: LLMs, RAG, AI agents, workflow automation, APIs, HubSpot, Salesforce, NetSuite, Shopify, Magento, Supabase, n8n

AI PRODUCT, STRATEGY AND DELIVERY EXPERIENCE

REFURBHUB | Co-Founder

Sep 2025 - Present | London, United Kingdom

- Led the end-to-end build of an AI-enabled Renovation OS: mapped customer and operational journeys, defined product vision, prioritized workflows, prototyped the experience, and coordinated delivery from business problem to production.
- Translated messy operational requirements into AI-assisted estimating and qualification workflows using structured data retrieval, LLMs, CRM automation, PDF generation, scheduling, and repeatable handoff processes.
- Launched RefurbHub Planner across the London market; the platform has generated more than £6.5M in renovation estimates sent to prospective customers since launch.
- Turned product and customer learnings into reusable patterns for niche estimating tools, improving speed and consistency in the early-stage customer experience.

THE FLOORING EMPIRE | Managing Partner

Jan 2025 - Present | London, United Kingdom

- Led the transformation of a traditional construction services business into an AI-first B2B operation by identifying process bottlenecks, shaping use cases, and connecting product, acquisition, CRM, operations, and technology partnerships.
- Built and deployed 1-Minute Estimate, an automated flooring estimator with a guided customer journey, dynamic estimate logic, email delivery, and qualification pipeline.
- Product has generated more than £4.5M in flooring estimates sent and achieved the number-one organic ranking for the keyword "Quick Flooring Estimate."
- Owned business strategy, operational adoption, partnerships, and delivery priorities; translated field feedback into systems, integrations, repeatable processes, and next-step opportunities.

JEM SYSTEMS | Marketing Coordinator / e-Commerce Product Owner

Aug 2022 - Oct 2024 | Phoenix, Arizona, United States

- Built and led a marketing team of up to 10 people while acting as e-Commerce Product Owner for digital growth, customer journey, and business-systems initiatives.
- Led systems and process transformation across e-commerce, marketing operations, and operations; implemented and optimized HubSpot, Salesforce, NetSuite, Shopify, and Magento.
- Created operating frameworks, reporting, and data foundations that improved visibility, handoffs, and execution across commercial and technical stakeholders and enabled future AI use cases.

JEM SYSTEMS | B2B Marketing Analyst

Aug 2021 - Aug 2022 | Phoenix, Arizona, United States

- Managed initiatives across SEO, analytics, paid media, branding, content, and market research, supporting digital operations and business intelligence decisions.

SELECTED AI PRODUCT PORTFOLIO

IMVEST | Product Demo and Investor Journey

Brazil | Luxury real-estate market, Santa Catarina

- Designed an end-to-end investor discovery journey in which an AI advisor profiles intent, recommends relevant assets, simulates payment options, answers questions, educates users, and surfaces market data before broker handoff.
- Owned ideation, prototyping, product narrative, and journey design, translating a complex business opportunity into a working AI product demo and a clear adoption path.

REFURBHUB AND FLOORING EMPIRE | Digital Product Portfolio

2024 - Present | United Kingdom

- Developed additional estimating and qualification tools for niche construction segments, combining customer-facing interfaces with CRM workflows, automation, and operational follow-up.

CAREER FOUNDATION

FORD MOTOR COMPANY | Engine Technician

Aug 2009 - Jul 2018 | Brazil

- Troubleshoot rejected engines on the production line, performed root-cause analysis, and ensured quality in a complex manufacturing environment; developed the systems thinking and analytical discipline that now inform product discovery and delivery.

Additional experience: Founder, Nootri (2015 - 2017) | Mechanical Technician, Neuron Mobility (2019) | Marketing Intern, Mizzie The Kangaroo (2019 - 2020)

EDUCATION

MBA, Marketing - Universidade de São Paulo (USP) | May 2022 - Nov 2023

Diploma, International Business - Greystone College, Australia | 2019 - 2020

Bachelor's Degree, Mechanical Engineering - Universidade de Taubaté | 2014 - 2018

LANGUAGES AND ADDITIONAL INFORMATION

Portuguese (native or bilingual) | English (native or bilingual) | Spanish (limited working proficiency) | Advanced SEO: Strategy and Measurement | Paid Traffic Strategy