Thiago Carvalho

Product & Technology Leader — Streaming, OTT & Live Video

São Paulo, Brazil · Fully remote (UTC-3, 1–2 hours ahead of US Eastern)

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Summary

Product and video technology leader with 20+ years across broadcast, live production and streaming, the last 3 leading products. Owns strategy, roadmap and delivery for B2B streaming platforms, and has taken a product from concept to its first international market. Built and led video operations for Meta in São Paulo and for Record TV's digital arm. Has led distributed teams since 2020 across Brazil, Portugal, the UK and the US.

Key achievements

- **Product launch and expansion:** as Head of Product, took Meeva 4.0, a live streaming platform, from concept to launch and to its first deployment outside Brazil, in Miami.
- **Platform transformation:** led the overhaul of Watch Brasil's live and on-demand operation, covering millions of minutes of ABR content, DRM, CDN tokenization and a new video player.
- **Operations leadership:** led Meta's São Paulo video operations, delivering 60+ productions in 2023.
- **Digital innovation:** conceived Record TV's first multiplatform studio and worked closely with companies such as Twitter, YouTube and Facebook in Latin America.

Experience

Head of Product · Kabrath · Contract · São Paulo, Brazil and United States

May 2026 – Present

- Own product vision, strategy and roadmap across the company's Brazil and US operations.
- Lead streaming automation, distribution and monetization software for radio stations, broadcasters and creators, covering radio-to-video with digital ad breaks and multi-platform live distribution with SCTE-35 outputs for ad partners.
- Adapt the product line for the Latin American market.

Broadcast Coordinator · Zeus Sports Marketing Group (ZSM) · Freelance, remote

Jan 2020 – Present

- Coordinate live soccer broadcasts for audiences in Europe and Latin America, working fully remote with teams in Brazil, Portugal and the United Kingdom.

- Act as the main contact between field engineers, producers and the control room across Paulista A1/A2, Brasileirão A/B, Liga 1 (Peru) and Bolivian league coverage.

Head of Product, Watch Labs · Video Engineering Manager, Watch Brasil · São Paulo, Brazil

Mar 2024 – Mar 2026

- Owned product vision, roadmap and delivery for Meeva 4.0, a live streaming platform for encoding, transcoding and signal distribution, rebuilt from the ground up.
- Expanded Meeva to Miami in March 2026, the product's first market outside Brazil.
- Directed the product's rearchitecture with engineering, introducing WebRTC preview, Mux Loopback re-streaming and a hybrid CPU/GPU transcoding engine.
- Led cross-functional engineering and UX teams across three products in the Watch TV ecosystem, using Agile delivery.
- As Engineering Manager at Watch Brasil from Feb 2025, led the data center and video infrastructure teams and drove the transformation of live and on-demand channels, scaling ingestion to millions of minutes of ABR content.
- Reduced operational and content-security risk by standardizing VOD pipelines with DRM and CDN tokenization, and delivered a new video player with engineering.

Studio Producer → **Broadcast Engineer Lead** → **Studio Coordinator** · Milestone Technologies, then Convergint (on-site at Meta) · São Paulo, Brazil

Jul 2018 – Mar 2024

- Led studio operations at Meta's São Paulo studio, heading both creative and technical teams.
- Served as primary technical contact for Meta producers, advertising agencies, creators and the Creative Shop, delivering 60+ productions in 2023.
- Led cloud broadcast operations across LATAM during the pandemic, building a 24/7 remote production workflow on AWS with NDI, SRT and WebRTC.
- Led the technical deployment of Meta's second São Paulo studio and represented operations in the design of the third-generation studio.

Live Streaming Operations Producer · Record TV (R7.com) · São Paulo, Brazil

Jul 2012 – Jul 2018

- Led the multimedia and studio department (R7 Studio Multiplatform), defining the studio technology and managing content teams for the network's social channels.
- Managed two departments, R7 Master Control and R7 Second Screen Studio, including team hiring, training and 24/7 live streaming delivery.
- Served as the department's main contact with engineering, designing OTT and live streaming solutions for the network's digital platforms.
- Created R7 Coder with the team, an in-house encoder built on FFmpeg; solutions from that period are still in use at the network.
- Developed a low-cost studio concept for Second Screen productions, increasing digital audience engagement and YouTube revenue.

- Directed large-scale live streaming for flagship shows The Farm and Power Couple Brasil, and for the Olympic and Pan-American Games.

Video Producer · Events and TV post-production · São Paulo, Brazil

Feb 2002 – May 2014

- Recorded and post-produced videos for corporate and social events end to end: multi-camera shooting, editing and finishing in Adobe Creative Suite, and final delivery to clients.
- Edited weekly TV programs and promotional content broadcast on REDEVIDA, and directed video capture for graduation ceremonies and live events.

Areas of expertise

- **Leadership:** product vision and strategy, roadmap ownership, cross-functional team leadership, stakeholder management, international expansion
- **Product:** B2B streaming platforms, Agile delivery, backlog and sprint planning, UX collaboration
- **Streaming and video:** OTT, VOD, live streaming, HLS/DASH, ABR, SRT, WebRTC, NDI, encoding and transcoding, DRM, CDN tokenization, video players
- **Operations:** live event coordination, remote and cloud production on AWS, control room and studio deployment
- **Remote collaboration:** 6+ years with distributed teams across Brazil, Portugal, the UK and the US; English as a working language

Education

- **MBA, Solutions Architecture** · FIAP
- **Postgraduate degree, Audiovisual Communication Technologies** · UNIP
- **Postgraduate degree, Marketing** · FAAP
- **Bachelor's degree, International Business and Trade** · FMU

Languages

Portuguese (native) · English (advanced)