

Luiz Henrique Ribeiro Piccini

0->1 Consumer Product Leader | Two Mobile Games | 400M+ Combined Downloads | AI-Native Products

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PROFESSIONAL SUMMARY

Product leader who has taken consumer products from a blank page to global launch and owned the P&L on the way. Created and directed Sky Warriors, growing it from a five-person prototype team to a 30+ person production team. Co-led Tennis Clash, which reached No. 1 in downloads in 78 countries. From 2023 to 2026, ran an early-stage game portfolio and moved development workflows toward AI. Before games, worked in Bain & Company's consumer goods practice.

PROFESSIONAL EXPERIENCE

Director of New Games, Studio Partnerships & Publishing - Wildlife Studios | 2023-Jul 2026

- Ran the new-games funnel from thesis and prototype through greenlight, kill decisions, team formation, and soft launch.
- Directed a confidential AI-native mobile game from concept to soft launch.
- Built the studio-partnership and publishing motion across studio evaluation, collaboration design, product strategy, and portfolio decisions.
- Moved development teams onto AI-assisted coding, generated image and video, AI voice, localization, and internal training.

Founder & CEO - Falco | 2022-2023

- Founded a lean games publisher for PC and mobile. Built the investment thesis, evaluated studios and titles, and structured publishing partnerships.
- Owned company strategy, product quality, revenue management, and operating costs.

Game Director - Wildlife Studios | 2018-2021

Sky Warriors | Created and directed | Global launch 2021

- Took the game from a five-person prototype team to a 30+ person production organization and global launch.
- Owned the vision, business case, roadmap, game systems, team formation, launch targets, and P&L.

Tennis Clash | Product leadership | Global launch and live operations

- Co-led a cross-functional team of more than 50 people through development, global launch, and live operations.
- Reached No. 1 in downloads in 78 countries, ranked in the top ten in more than 100.
- Owned product vision, P&L, UX, game design, balancing, and roadmap priorities.

Senior Associate Consultant - Bain & Company | 2015-2018

- Advised senior teams on strategy, digital transformation, CRM, sales effectiveness, M&A, and post-merger integration.
- Built and led an analytics capability serving South American case teams.

EDUCATION

Escola Politécnica, Universidade de São Paulo

BEng, Production Engineering

Feb 2010-Dec 2015

Politecnico di Torino

MSc, Engineering & Management (Double Degree)

Sep 2013-Jul 2015

LANGUAGES

Portuguese (native) | **English** (fluent, CAE) | **Italian** (fluent, CILS) | **Spanish** (advanced)