**MP MARKTPILOT**

# Guilherme Viana to Lead Product Organization at MARKT-PILOT™

Guilherme Viana joins MARKT-PILOT as Vice President of Product, driving product-led growth and innovation in the manufacturing aftermarket from January 2026.

**Chicago, March 17, 2026** - MARKT-PILOT has appointed Guilherme Viana as Vice President of Product with effect from January 2026, strengthening its leadership team as the company continues to scale its SaaS platform for the manufacturing aftermarket. In his new role, Viana will drive the product vision and execution to further expand MARKT-PILOT's position as a strategic partner for manufacturers worldwide.

Viana brings extensive experience at the intersection of manufacturing, service, and software, having started his career in service departments and pricing execution in the manufacturing industry. He has founded and successfully exited two startups, worked as a consultant, and built SaaS product organizations specifically for manufacturing customers, giving him a broad perspective from early-stage ventures to large enterprises.

## Focus on execution and product-led growth

In the first six months, Viana's focus will be on execution and integration as MARKT-PILOT prepares a major evolution of its platform. The focus is to get the new generation of the product into customers' hands quickly, ensure rapid adoption, and deliver immediate measurable value. Beyond the launch, he aims to shift customers' spare parts business from static to dynamic by embedding pricing intelligence and value capture directly into their daily workflows.

Viana's product philosophy centers on a product-led culture, where deep customer insight, measurable outcomes, and rapid iteration drive all decisions. He emphasizes prioritizing outcomes over output, focusing on customer value rather than the sheer number of features shipped.

A key responsibility for Guilherme Viana will be refining MARKT-PILOT's unified Pricing Performance Platform **MP ONE™**. This recently launched platform transforms volatile markets from a structural margin risk into a sustained competitive advantage for manufacturers.

## Vision for a category-defining company

Viana sees significant potential for MARKT-PILOT in an aftermarket that remains underserved by technology despite its size and strategic importance to manufacturers. He is convinced that bridging complex, legacy industrial processes with modern SaaS will enable MARKT-PILOT to become a category-defining company in the manufacturing aftermarket. His long-term focus is on building a sustainable moat by delivering unique, continuous value that makes the platform indispensable for customers.

"My goal is to build a truly product-led organization that obsesses over the customer, not the code, and turns deep customer insights into tangible revenue impact for manufacturers," says Guilherme Viana. We are not just building software. We are building the operating system for the future of the manufacturing aftermarket."

> **MP ONE – The Unified**
> **Pricing Performance Platform**

Viana plans to foster a culture of psychological safety, high trust, and candid feedback to accelerate innovation across product, engineering, and customer success. By breaking down silos and aligning all teams around a single North Star, he aims to increase speed of learning, deployment frequency, and overall impact for MARKT-PILOT's clients.

## About MARKT-PILOT

MARKT-PILOT makes pricing effortless for industrial manufacturers. MP ONE is the Pricing Performance platform that unifies market intelligence, pricing decisions, and performance measurement to help teams protect margin, improve net price realization, and drive profitable growth. Headquartered in Stuttgart, Germany, with offices across Europe and North America, MARKT-PILOT is trusted by more than 200 industrial manufacturers worldwide. Learn more at www.markt-pilot.com.

**Media Contact:**
Carsten Luedtge
Communications Manager, MARKT-PILOT
pr@markt-pilot.com

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