

JOÃO COSTA

Head of Product | B2B & B2C SaaS | Product Strategy & Innovation

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EXECUTIVE SUMMARY

Results-driven Head of Product with 10+ years of experience leading cross-functional teams and delivering high-impact B2B and B2C SaaS products across eCommerce, logistics, and marketplace platforms. Proven track record of launching products from 0-to-1, driving revenue growth, and scaling operations at high-growth startups (Glovo, Dott) and Fortune 500 companies (Nestlé). Technical background in software engineering enables deep collaboration with engineering teams on microservices architecture, APIs, and mobile applications. Strong expertise in agile methodologies, outcome-focused roadmaps, data-driven decision-making, and stakeholder management. Seeking Head of Product or Director of Product roles in US-based B2B/B2C SaaS companies.

PROFESSIONAL EXPERIENCE

Head of Product, GlovoXL

Glovo | Porto, Portugal | Jan 2023 – Apr 2025

Glovo is a Barcelona-based quick-commerce unicorn (€2.5B valuation) operating across 25 countries with 10M+ active users. GlovoXL is Glovo's B2B SaaS vertical enabling grocery retailers to launch white-label e-commerce platforms with guaranteed on-time delivery.

- Led 0-to-1 product launch, delivering MVP in 6 months and scaling to 1 retail partner in Poland, with platform designed for rapid multi-partner scaling
- Drove 19% growth in order volume post-launch through data-driven product iterations, collaborating with Operations and Data teams to identify insights that enhanced fulfillment efficiency
- Managed €150K annual product budget (\$165K USD), optimizing spend across development, infrastructure, and vendors
- Defined product strategy and roadmap for microservices architecture, enabling rapid feature deployment and scalability
- Ensured comprehensive E2E testing and documentation, enabling fast partner onboarding and reducing integration time by 40%

Ecommerce Agile Product Owner

Dott (Portuguese eCommerce Marketplace) | Porto, Portugal | Dec 2019 – Oct 2022

Dott was a Portuguese e-commerce marketplace platform, a joint venture between Worten (Portugal's largest electronics retailer, part of Sonae Group) and CTT-Correios de Portugal (national postal service). The platform connected consumers with retailers across multiple categories.

- Integrated 3 payment methods (Apple Pay, Google Pay, alternative payment gateway), now representing >30% of total transaction volume
- Launched digital wallet with tiered cashback incentives designed to drive repeat purchases: customers earned cashback based on spend tiers but would lose rewards if they didn't repurchase within timeframes. Collaborated with Marketing and Data Science to model incentive structures and optimize unit economics, increasing repurchase rate by 4%
- Evangelized and implemented Headless CMS architecture, reducing content deployment time by 60% and enabling personalized experiences at scale
- Owned outcome-focused product roadmap, balancing innovation with operational excellence and stakeholder priorities

- Improved team efficiency by 30% through implementation of agile best practices and streamlined ways of working

Ecommerce Agile Delivery Manager

Nestlé (Fortune 500) | Barcelona, Spain | Nov 2017 – Dec 2018

Nestlé is a Fortune 500 global food and beverage leader (CHF 93B revenue). Nescafé Dolce Gusto is a premium coffee machine brand with direct-to-consumer eCommerce operations across 40+ markets worldwide.

- Aligned global roadmap for Nescafé Dolce Gusto eCommerce platform across multiple stakeholders and markets
- Transformed delivery process from 1 release/year to 1 release/month, dramatically increasing agility and time-to-market
- Managed 3 vendor teams totaling 40 engineers, coordinating concurrent projects and ensuring alignment across markets
- Led key integration projects including mobile application, Salesforce Engage, Salesforce Marketing Cloud, and loyalty platform

EARLIER EXPERIENCE

Product Owner | Critical Software | Porto, Portugal | Dec 2018 – Dec 2019

IT Project Manager & Delivery | SONAE | Porto, Portugal | Jun 2017 – Oct 2017

Ecommerce Product Owner | Toogas (Magento Experts) | Porto, Portugal | Jun 2016 – Jun 2017

Led team of 5 developers, delivered 2 eCommerce projects on time and within budget (including Nestlé Group project)

Product Owner & Technical Roles | Jumia / Rocket Internet | Porto, Portugal & Vietnam | 2013 – 2016

Product Owner for logistics platform (AIG-Express); Advanced BI Developer; PHP Developer across multiple international ventures

CORE COMPETENCIES

Product Strategy & Vision • B2B & B2C SaaS • 0-to-1 Product Development • Cross-functional Leadership • Agile/Scrum Methodologies • Roadmap Planning (OKRs) • Microservices Architecture • Mobile Applications (iOS/Android) • E-commerce Platforms • Payment Integration • Data-Driven Decision Making • Stakeholder Management • Technical Product Management • API Design (REST, GraphQL) • Budget & P&L Management • Market Research & User Research • Growth Hacking • A/B Testing & Experimentation

EDUCATION

Postgraduate, Web 3.0 Blockchain | ISAG – Instituto Superior de Administração e Gestão | 2022-2023

Executive Programme, Leadership & Negotiation | Porto Business School | 2021

Post-Graduate, Project Management | Porto Business School | 2015-2016

Bachelor of Science, Informatics Engineering | Instituto Superior de Engenharia do Porto | 2005-2009

CERTIFICATIONS

Advanced Certified Scrum Product Owner (ACSPo) – Scrum Alliance

Certified Scrum Master (CSM) – Scrum Alliance

Prince 2 Practitioner – APM Group

Atlassian Agile Project Management Professional Certificate

Goal Setting: Objectives and Key Results (OKRs) – LinkedIn Learning