



## João Costa

PRODUCT MANAGER |  
STRATEGY ADVISOR

### Details

Rua Bonitos de Amorim, 303 2  
Norte, Póvoa de Varzim, 4490-  
594, Portugal  
+351 935 566 326  
[joaotnlima@gmail.com](mailto:joaotnlima@gmail.com)

### Links

[LinkedIn](#)

### Tools

Jira, Confluence,  
Clickup, FreshDesk,  
Balsamic Mockups,  
Figma, Bubble.io,  
Postman, Github, Excel,  
PowerBi, BigQuery,  
Talend, etc.

### Skills

Communication



Decision Making



Teamwork



Adaptability



Leadership



Agile Methodologies



Agile Project  
Management



Project Management



JIRA



SQL



Data Analysis



## Summary

· With over 10 years of expertise in eCommerce platforms, I excel in defining impactful products that add value to customers while driving business growth. As a technology enthusiast with a strong IT foundation, I thrive at the intersection of innovation, coaching, and management.

Proven track record in product strategy, agile methodologies, and fostering cross-functional collaboration.

Passionate about mentorship, empowering teams, and delivering results that align with business objectives.

Enthusiast of emerging technologies, including Blockchain and Holochain, with a forward-thinking mindset.

I believe in "doing the right job" over simply "doing the job right" and embrace challenges with a proactive, action-oriented approach.

I enjoy inspiring teams to push boundaries and achieve excellence.

## Experience

### QCommerce Head of Product at GlovoXL by Glovo, Porto

JANUARY 2023 — PRESENT

- Successfully launched a Logistics-as-a-Service (LaaS) product on time, achieving a 15% improvement in product launch efficiency through optimized workflows and resource allocation.
- Spearheaded critical business decisions, leading to a 30% boost in operational productivity and an 18% reduction in costs by implementing streamlined processes and aligning product strategies with organizational goals.
- Directed seamless cooperation between engineering, design, and operations teams, accelerating product delivery and improving cross-departmental synergy by 15%, ensuring successful feature rollouts for large-scale clients, including Poland's biggest retailer.
- Mentored a team of 2 product managers and 2 designers, cultivating a culture of growth and professional development that increased team satisfaction scores by 20% and fostered long-term retention.
- Leveraged advanced data analytics to track performance, resulting in a 10% increase in feature adoption rates, an 8% rise in user engagement, and informed strategic pivots to optimize outcomes.
- Defined and executed the product vision, driving business growth and securing strategic partnerships while setting the foundation for future innovations.
- Established and monitored key performance indicators, driving continuous improvement and achieving an 8% increase in user satisfaction through iterative enhancements.

## Product Management

### Languages

Portuguese

English

Spanish; Castilian

### Hobbies

Football, Surf, Bicycling, Cross-fit.

## eCommerce Agile Product Owner at Dott, Porto

DECEMBER 2019 — DECEMBER 2022

- Responsible for 4 development Teams (+25 elements)
- Map customer needs and translate them into user journeys which improve the shopping experience.
- Drill down experiences into user stories, establishing acceptance criteria and helping refinement to prepare iteration planning.
- Build and own outcome-focused Roadmaps.
- Integrated 3 payment methods – which combined refer to >30% of payments share currently.
- Defined scope for a wallet functionality – 4% increase in repurchase rate.
- Evangelized a Headless CMS integration to increase productivity and flexibility reducing time to market of platform's content by 60% and increasing customization in the platform content.
- Defined ways of working in Product team to manage initiatives, priorities and communication to various stakeholders.

## eCommerce Agile Delivery Manager at Nestle, Barcelona

OCTOBER 2017 — NOVEMBER 2018

Aligned company roadmap for Nescafe Dolce Gusto among its stakeholders for the year 2018.

- Build agility to the delivery process (1 release per year vs 1 release per month).
- Aligned 3 teams of different vendors of 40 overall.
- Planning sessions to align dates and different concurrent projects.
- Direct communication to different markets (analyze, forecast, involve, develop, deliver and maintain activities).
- Platform upgrade project.

## eCommerce Web Developer at Jumia Tech Center, Porto

MARCH 2012 — JUNE 2016

Companies I helped grow in this company :

Jumia Services [Logistics Platform for Ecommerce] – Product Owner – Jan 2016 – Jun 2016

Jumia Travel [Online Booking Platform] – Senior Web Developer, BI Lead Developer – Aug 2013 – Dec 2015

Lazada [Ecommerce Platform] – Web Developer – Aug 2012 – Aug 2013

Dropgifts [Facebook Coupon Application] – Web Developer – Mar 2012 – Aug 2012

Main focus on products:

- Developed 40+ features on the in-house eCommerce platform (shared across many projects).

## Education

Web 3.0 Blockchain, Postgraduate Degree, ISAG – Instituto Superior de Administração e Gestão

OCTOBER 2022 – OCTOBER 2023

Postgraduate Degree- Project Management, Porto Bussiness School, Porto

JANUARY 2015 — FEBRUARY 2016

- Agile Methodologies in Projects
- Risk Management
- Negotiation
- Operations Management
- Marketing
- Leadership
- Analysis, Selection of Investments, and Project Finance
- Company Strategy
- Portfolios and Programs
- Organization and Integrated Management
- Planning, Execution and Control
- Change Management

Bachelor Degree in Informatic Engineering, Instituto Politecnico do Porto, Porto

SEPTEMBER 2005 — OCTOBER 2009

## Courses

Advanced Certified Scrum Product Owner (A-CSPO®)

MARCH 2024

Prince 2 Practitioner, Rumos

MAY 2017

Prince 2 Practitioner, Rumos

MAY 2017

Lean Management, ANJE

NOVEMBER 2016 — MARCH 2017

Certified Scrum Product Owner, Rumos

SEPTEMBER 2014

Team Leadership and Coaching techniques, ANJE

MAY 2014 — JULY 2014

Certified Scrum Master, Rumos

MAY 2014

Search Engine Marketing Professional, Flag

JANUARY 2014 — APRIL 2014

## Recommendations

### Andreia Correia, GlovoXL

"João has a strong hands-on approach and deep technical knowledge. He is always open to exploration and discussion, bringing valuable insights and actively contributing to problem-solving.

As a manager, he maintained a close and collaborative leadership style, fostering a strong sense of teamwork and open dialogue. He engaged directly in the process, helping shape solutions that balance business, user, and technical needs. His technical expertise made it easy to tackle complex challenges and drive well-rounded solutions.

I'm confident that his skills and approach will continue to bring success to any project he works on."

### Jakub Grzywaczewski, GlovoXL

"I'm really happy to recommend João. Working with him, I was always impressed by his dedication and leadership. João was a great support for our team, especially during tough parts of our projects. He was excellent at making our work environment positive and was skilled at explaining complex parts of our projects. This really made him stand out. During the hardest times in the project, he was like a true brother in arms to us. João truly cared about his colleagues, which showed in everything he did. He always made sure we all understood things clearly and had the support we needed, especially with the trickier details of our projects. His strong leadership was crucial in getting our team through difficult tasks and keeping us positive and energized."

### Armindo Bonato Junior, Nestlé

"I had the pleasure to work with João in some projects. He is extremely focus, has perfect communication skills and even better, technical background, which makes difference on decisions to be done quickly! Excellent professional!"

### Konrad Gawryluk, Nestlé

"João is the perfect team member. He has ability to combine technical skills required for agile product development for eCommerce with soft skills of being an includer and mediator in daily operations along complex and diverse community of Business and Technical Units representatives (more than 70 markets worldwide). As a Solution Delivery Manager, he brought plenty of ideas and initiatives for the Program delivery process improvement. It was a great opportunity and privilege to cooperate with him on daily basis."

### Ghislain Nhan, Nestlé

"I was delighted to be his Manager at Nestle. He managed to be up and running on a very complex global eCommerce program on a complex organisation in a very short period of time. His communication skill allowed him to manage all the stakeholders and get supported by them. He displayed great management

and technical to deliver high business value projects and optimized the delivery process."

#### Wladyslaw Brodsky, Nestlé

"Joao is an amazing person to work with - passionate about the product, going to great length to explore non-standard approaches to get things done, being able to diplomatically, fast and efficiently solve any issues in between big departments to align all of the teams and related people in achieving goals precisely and on time.

I was happy to work with him, and I highly recommend him - providing the challenges, opportunities to shine and ability to use his amazing skills for the benefit of incredibly lucky company to have him on board."

#### Dani Macho, Nestlé

"Joao Costa is a very good technical professional with a lot of energy, thoughts and knowledge in e-commerce area. I enjoy when I find such good technical roles, so aligned with my way of thinking and with so many good technical and pragmatic ideas that makes everyone's work around easier (if you want to listen to him, of course).

It's been a pity missing such a great professional and person like Joao, I hope he can find a good fit in Portugal where he can continue helping NESTLÉ (or any other company) to grow."

#### Carles Rodó Sarró, Nestlé

"I had the opportunity to work with Joao in a crossed pilot project between Magento & Personalization Consumer Experience teams in Nestlé integrating a new content personalization tool on the global Nescafé Dolce Gusto eCommerce (web+mobile). Joao has been a key piece in this pilot giving reality to the final technical implementations that was needed. I would remark from Joao his technical management skills, commitment in others problems and his hard push to make things happen. Happy to work again with him!"

#### Manon Labbé, Nestlé

"I was working with Joao during a global digital project at Nestlé. His collaboration has been key a driver for us in establishing connections with strategic IT teams. Not only Joao has an impressive knowledge about eCommerce and IT, he also has strong negotiating skills which helped to unblock complex situations while maintaining our deadlines with the business. I would recommend Joao to any project or team working in Business Technology related áreas and would welcome working with him again in the future."

#### João Santos, Jumia

"Working one year alongside João Costa in a Business Intelligence team of an e-commerce booking company (Jovago), I found him a quite resourceful and multidisciplinary professional. He was crucial setting up the architecture and defining a working methodology on which Jovago's BI team stills drives its

everyday's processes. His enormous curiosity and ability to easily learn new technologies/processes makes him a professional that never settles for the easiest path and that can adapt to every situation. On a personal level he fit very well inside our team and, a year after, I am glad to be able to call him a friend."

**Frederic Rougemont, Jumia**

"Joao worked for me as Product Owner to extend and support one of our core logistic software.

He is a reliable and hardworking guy who pays high attention to every single detail to make sure to clearly identify customer needs.

Withing strong Agile methodology skills he grabs the instructions and organize proper implementation plan within the development teams.

I do recommend him to anyone. He can be a great asset to any company."

**André Silva, Rocket Internet**

"I strongly recommend my colleague João Costa. I had the pleasure of working alongside him. During our collaboration, João showed a great sense of responsability and commitment to meeting the demands on the deadline, he is very professional and takes on all assignments with enthusiasm and dedication. His strongest points are self-taught and be ready to help someone in trouble. For me João is highly qualified to act as web developer."