



## João Costa

PRODUCT MANAGER

### 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](#)

### Skills

Communication

Decision Making

Teamwork

Adaptability

Leadership

Agile Methodologies

Agile Project  
Management

Project Management

JIRA

SQL

Data Analysis

Product Management

### Languages

Portuguese

English

Spanish; Castilian

## Profile

- More than 8 years of work experience in eCommerce platforms.
- Interested in defining products and finding what adds value to customers.
- A techie person with strong IT background.
- Enjoy everything related to coaching and management.
- Not a Scrum, Pmp nor Lean evangelist.
- Blockchain/Holochain enthusiast.

"More than doing the job right, is doing the right job." - Nice way to look at life.

"It's better to beg for forgiveness than ask for permission" – Sometimes we just need to move because we are just not right on staying the same.

I'm up for a good challenge, and I count on everyone around me to take it to the next level, always!

## Experience

### eCommerce Agile Product Owner at Dott, Porto

DECEMBER 2019 — PRESENT

- 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.

### Product Owner at Critical Software, Porto

DECEMBER 2018 — NOVEMBER 2019

- In-house development of an internal tool for HR department.
- Align between all identified stakeholders the vision on how to address performance and reviews processes within the internal tool/processes.

### 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).

## Hobbies

Football, Surf, Bicycling, Cross-fit.

- 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 Product Owner at Toogas, Porto

JUNE 2016 — JUNE 2017

- Responsible for a team of 5 elements.
- Delivered 2 projects.
- Introduced Test-Driven-Development and Product live Reviews with clients
- Project Management – Product Vision definition, Sprint planning, and solution Documentation.

### 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).

#### **Technologies I was able to work with :**

**Database related** - Doctrine Orm, Mysql, SSDT, SSIS

**Cache** - Redis, Memcache

**Indexers/Search Engines** - ElasticSearch, Solr

**Frameworks** - Symfony2, Yii Framework - Zend Framework 1.13, Java Spring, Express (Nodejs)

**Others** – Sass, jQuery, Nginx,

**Queueing Systems** - RabbitMq

**Version Control Systems used** - Git, Svn

**Planning** - Jira and Confluence management (features specification, planning releases, sprints, creating user stories and roadmap planning, etc)

## Education

Postgraduate - 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

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

Armando 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 Nestle. 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 responsibility 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."

#### Pedro Azambuja Varela, Porto

"João Lima knows PHP like no-one and ensures that the backbone of a website works like a charm. Scans all the web for solutions and the end result is a high-end product."