João Mira

Product Manager

+49 (0)15151623624
hello@joaomira.com

Based in Berlin

joaomira.com

About

I'm a Product Manager that is passionate about fixing problems, developing digital products, and exploring new trends.

My career path has been diverse, including experiences where I had the opportunity to work in very different industries and manage cross-functional teams.

As a generalist, I like to feel out of my comfort zone, and the skill I value the most is empathy.

Languages

English - Fluent

German - Basic, currently learning

Portuguese - Native

Spanish - Conversational

Experience

Invincible Brands - Berlin

Digital Product Manager
2021 - Present

At Invincible Brands, I've been working on optimizing the UX and conversion rates of our biggest shops, including hellobody.de, bananabeauty.de, and mermaidme.de.

Additionally to this, my job has been focused on optimizing the shop experience for mobile, delivering new features as needed to boost marketing campaigns, and doing QA testing for new releases.

Since a company restructure on March 22, I've now taken the responsibility to manage the Dev. team and oversee the IT infrastructure of the company.

Startup Guide - Berlin

COO & Digital Product Manager
2016 - 2020

I joined the company at a very early stage and shortly after I was invited as a managing partner. While I took different responsibilities, I also had a chance to oversee the development of the company's digital initiatives, such as:

- startupguide.com: a digital media website covering entrepreneurship-related content in several different cities worldwide. It also includes the webshop for Startup Guide's books.

- impactindex.startupguide.com: A digital platform that identifies and categorizes the most impactful startups through a unique framework and methodology.

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Experience (continued)

Hootsuite – Bucharest

Enterprise Customer Advocate
2015 - 2016

At Hootsuite, I've worked closely with the Enterprise clients and have helped them take full advantage of the software.

As part of my role, I had to articulate with the Sales and Dev. teams, prioritizing the different queries and feature requests while making sure to achieve exceptionally high rates of customer satisfaction.

Genpact – Bucharest

Senior Process Associate
2014 - 2015

My role at Genpact was to set up for the first time a customer support service for GSK in Portugal, which I successfully achieved.

As part of my responsibilities, I wrote scripts, defined processes, helped set up the IT infrastructure, and ran audits.

Toyno – Lisbon

Product Manager
2013 - 2014

At Toyno, I managed the development of all new physical products, from setting up the supply chain to defining and implementing the go-to-market strategy.

I've also project managed the creation of an e-commerce website fully developed in-house.

Education

Bachelor's degree in Applied Maths to Economics & Management

ISEG - Lisboa School of Economics & Management
Lisbon
2007-2012

Post Graduation in Foresight, Strategy and Innovation

ISEG - Lisboa School of Economics & Management
Lisbon
2013-2014

Android Basics Nanodegree by Google

Udacity
2016

The Complete 2022 Web Development Bootcamp

Udemy
2021-2022

Tailwind CSS: A Modern Way To Build Websites Using CSS

Udemy
2022