

LEA GREGORKA AZEREDO

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SUMMARY

Objective and impact driven entrepreneur with a passion for technology and startups. Eager learner that thrives in a fast paced environment. Currently working with startups, scaleups and large corporations and helping them build innovative products. Enjoys focusing on end-user needs and translating them into features while ensuring business objectives and vision become a reality.

SKILLS

Analytical - excellent at delivering results through critical thinking and insights from data and people

Ownership mentality - experience with leading projects, managing deadlines, deliveries and cross-functional teams

Strategic thinking - great at having a holistic approach and 360 view on projects, focused on solution vision and implementation

Problem solving - good at identifying customer challenges, discovering their needs and translating them into product features

Jack-off-all trades - resourceful and used to dealing with many roles and ambiguous situations

EXPERIENCE

2019/06 - present **Product Manager | Digital Catapult (London, UK)**

- Designed and implemented new product value propositions that drive efficiency, revenue growth and client retention (i.e. product conception, positioning, business model optimization, customer segmentation)
- Served as a product evangelist and worked closely with Development, Sales, Design and other teams within the company to build and enhance product mindset that drives growth and customer satisfaction
- Owned the development of product vision and strategy, as well as defined product roadmap based on those
- Researched market needs, competitive solutions and maintained competitive market comparisons
- Carried out comprehensive customer requirements gathering (i.e. use cases, user journeys, feature specs)
- Responsible for relationship with external technology and business partners: ensuring alignment as well as clarity on development of features and requirements

Innovation Delivery Manager | Digital Catapult (London, UK)

- Iterated through rapid product lifecycles, including design, development, refinement of company's first spin off ([UDC](#))
- Led and shaped delivery of UK leading XR accelerators (CreativeXR, Augmentor) helping 50+ tech startups define their product offer, advance their growth and secure investment
- Designed and delivered 50+ diverse innovation activities (e.g. workshops, demo days) for both corporate clients and UK R&D initiatives to ensure the development of innovative and beneficial solutions to their challenges
- Working cross-functionally to align the projects' visions with the overall business goals and KPIs

Innovation Coordinator | Digital Catapult (London, UK)

- Design, deliver and support workshops with clear goals and outputs to corporates and SMEs
- Monitored the impact of Digital Catapult's work by reporting KPI's and writing impact stories

2016/05 - 2019/05 **Community and Operations Manager | Founders Founders (Porto, Portugal)**

- Developed and managed 100+ events for entrepreneurs reaching 2,5k+ people and though that grew start-up residency occupation rate from 40% to 100% and pave way for new branch offices (e.g. Lisbon, Amarante)
- Established and negotiated 20+ partner relationships (e.g. Amazon, Digital Ocean, Pipedrive, SendGrid)
- Developed effective communication strategies (e.g. got newsletter opening rates over 40%)

2014/10 - 2016/04 **Operations and Marketing Manager | SIMI (Porto, Portugal)**

- Built and designed WordPress websites for clients
- Developed and produced marketing materials and SIMI platforms for several clients, including PizzaHut

PROJECTS

[Massive Growth Week](#)

A one-week intensive boot camp focused on start-up growth, marketing and sales. I led the project alongside 6 co-organizers delivering 25 different talks at 5 venues with 300+ attendees.

[Incinerator](#)

A series of film documentaries alongside real live events about start-up failure. I organised 4 events with 15+ speakers and 200+ attendees, and also managed the production of 6 videos that currently have 30k+ views.

[Founder Meets Founder](#)

A live vlog-series about the Portuguese entrepreneurial ecosystem. Managed 6 events with live recordings of 10+ speakers and 200+ attendees. Supervised production of 6 final videos that reached 15k+ views.

[Founders Club](#)

An exclusive invite or referral-only membership group of experienced entrepreneurs (70+). I co-founded the club and was directly responsible for organising its networking activities.

EDUCATION

Class of 2015

MSc in Human Resources Management | Polytechnic Institute of Porto (Portugal)
Thesis with focus on Employer branding and IT (18/20)

ACHIEVEMENTS & AWARDS

- Top 3 of Portuguese Woman in Tech Award (*Community Leader*)
- Top 8 of "[Portonauts](#)" (*Porto's city hall's recognition - talent attraction*)
- 2nd at European Enterprise Promotion Awards (*entrepreneurship*)

VOLUNTEERING

- 2021 | Business and Career Mentor ([Like Minded Females](#))
- 2019 | Developed website for social initiative ([Somos Nós](#))
- 2015 | Artistic activities to help develop users' cognitive abilities

