

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

Product Strategy | Product Planning | Product Roadmapping | Product Iteration | Product Innovation | New Business Development | Startup & Scaleups | Program Management | Project Management | Scrum | Confluence | Trello

EXPERIENCE

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

- Designed and implemented new product value propositions that drove 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
- Drafted 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)*

- Crafted, delivered and supported 10+ workshops with clear goals and outputs to corporates and SMEs
- Monitored the impact of Digital Catapult's work by reporting KPIs and writing impact stories

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

- Created and executed 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 10+ clients
- Produced 100+ marketing materials and SIMI platforms for several clients, including PizzaHut

PROJECTS

- [Massive Growth Week](#) | Set up and led a 1-week marketing & sales bootcamp alongside 6 co-organizers delivering 25 talks at 5 venues with 300+ attendees.
- [Incinerator](#) | Created a series of film documentaries about start-up failure with 15+ speakers and traction of 30k+ Youtube views.
- [Founder Meets Founder](#) | Launched and produced a live vlog series about Portuguese entrepreneurship, reaching 200+ event attendees and 15k+ Youtube views.
- [Founders Club](#) | Co-founded and ran a referral-only membership club of 70+ scaleup and scaleup founders.

EDUCATION

MSc in Human Resources Management | *Polytechnic Institute of Porto (Portugal)*

Thesis: Employer branding and IT (18/20)

LICENSES & CERTIFICATIONS

- Professional Scrum Master™ I (PSM I) by [Scrum.org](#)
- Coding Workshop by [SheCodes](#) (HTML, CSS, Javascript)

VOLUNTEERING

- Business and Career Mentor ([Like Minded Females](#))
- Developed website for social initiative ([Somos Nós](#))

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*)
- [Publication](#) of Employer Branding Practices Amongst the Most Attractive Employers of IT and Engineering Sector (*International Journal of Human Capital and Information Technology Professionals*)