

# LEA GREGORKA AZEREDO

[linkedin.com/in/leagregorka](https://www.linkedin.com/in/leagregorka)

lea.gregorka@gmail.com

+44 7400 44 37 37



## 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
- Researched market needs and carried out comprehensive customer requirements gathering (i.e. use cases, feature specs)

### **Innovation Delivery Manager | Digital Catapult (London, UK)**

- Involved in the product development (ideation and product definition) of company's first spin off (Urban Data Collective)
- Led and shaped delivery of UK leading immersive technology and business 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)**

- Planned and delivered innovation workshops with 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 effective communication strategies (e.g. got newsletter opening rates over 40%)
- Grew start-up residency occupation rate from 40% to 100% (prospection, selection, on boarding)
- Established and negotiated 20+ partner relationships (e.g. Amazon, Digital Ocean, Pipedrive, SendGrid)
- Promoted and managed 100+ events for entrepreneurs reaching 2,5k+ people

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

- Built and designed WordPress websites for clients
- Developed and produced marketing materials (digital and non-digital) for several marketing campaigns
- Designed and constructed SIMI platform 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