

# Patricia Pinto - Innovation Manager

A generalist driven by continuous learning and adaptability, embracing challenges as opportunities. A creative, visionary and assertive communicator who enjoys sharing ideas for high-level strategy and the bigger picture. A firm believer in the power of co-creation and differentiation to bring innovative and profitable ideas to life.

Career coaching, & business strategy consulting, 2019 - PRESENT

**Brands & Ninjas, Portugal - Innovation Manager**, APRIL 2023 - PRESENT

- **Successfully managed cross-functional teams** to develop and grow a B2B/B2C SaaS product providing machine learning services for stock-out predictions and crowdsourced audits.
- Ideated and **orchestrated the market entry strategy for a new market segment** generating 40% more revenue.
- **Implemented a company-wide innovation program** that sourced ideas from employees, resulting in the successful launch of 5 new features and a new product.
- Cultivated a culture of continuous improvement by **mentoring all team members in design thinking**, substantially enhancing the quality of project proposals.
- **Lead the transformation of the internal processes** using lean methodologies.
- By building the product roadmap, managing the backlog, and conducting sprint meetings was able to **reduce feature delivery time** by 10%.
- Collaborated with the data team to enhance the data collection strategy by **creating detailed briefings**, resulting in improved prediction accuracy.
- Defined the requirements for an MVP of a tactical dashboard allowing for **cheaper and faster idea validation**.
- **Increased 45% conversion rate** by working with the sales team to create a more user-centric pitch deck.
- Clarified the product vision which resulted in a more aligned team and **higher engagement coming from marketing initiatives**.

**Data Leaders, UK (Remote) - Product Manager**, OCTOBER 2020 - APRIL 2023

- Conducted user interviews, and **identified customer pain** which generated the idea for a new product.
- After idea validation started leading the development of a B2B SaaS to match data professionals with over 1000+ solution providers.
- Assisted in negotiating scope and deadlines resulting in **better stakeholder alignment and satisfaction**.
- Created **product requirements, wireframes and detailed user stories** to help the engineering and design team.
- Coordinated the launch with the marketing team and executed marketing campaigns that generated an **average open rate of 52%**.
- ★ **PhD in Management**, ISEG Lisbon - PRESENT (Evening Program)
  - Researching the role of **Intuition in Innovation management**
- ★ **MSc Media Innovation**, Breda University of Applied Sciences
  - **Invited to a teaching position** and academic SaaS execution based on her idea.
- ★ **Post Grad in Marketing Management**, ISEG
- ★ **BSc New Communication Technologies**, Aveiro University
  - Coordinated the development of a health tech product to connect patients with healthcare providers and improve mental health.

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## KEY COMPETENCIES

### Innovation Management:

Design Thinking, Business Model Innovation, Six Sigma, Blue Ocean Strategy, Problem-solving, Critical thinking, Creativity, Trend monitoring, Intuition.

### Product Management:

Roadmapping, Agile, Scrum, Lean Startup, Market research (Google Keyword Planner, Google Trends), Product Ops.

### Data Analysis & Decision

**Making:** Usage of analytics tools (Google Looker, Google Analytics, Tableau), Intuition.

**User-Centric Design:** Familiarity with UX principles, User testing, User interviews.

### Stakeholder & Customer

**Engagement:** Effective communication and negotiation, Empathy, Active listening.

### Product Marketing & CRM:

SEO, Paid ads, Campaign Manager, Salesforce, Website management (WordPress).

**Technical Proficiency:** Jira, Confluence, Figma, Git Hub, basic understanding of system architectures, and programming concepts to effectively bridge the gap between technical teams and product goals.

## CERTIFICATES & AWARDS

1st place Road to Hackacity, 2023 (Ripply)

Product Management for AI &

Data Science (Udemy, 2021)

1st place Creative Advertisement Competition, 2019 (Buas)

Best Innovative Marketing Campaign & Rebranding - 1st place, 2018 (ISEG)

## LANGUAGES

Portuguese, English - Fluent

Spanish, French - B1

German, Dutch - A1

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## *Organisations:*

### **Member of the European Economics Association,** *MARCH 2025 - PRESENT*

- Engaging in discussions on economic policy and contributing to initiatives that drive societal and political impact.

### **European Council for Small Business and Entrepreneurship**

- Contributing to policy discussions and initiatives aimed at supporting the growth, innovation, and sustainability of small and medium-sized enterprises across Europe.