



Building

winning tech teams

that disrupt the status quo





@ricardoparro

#ricardopleasestoptalkingaboutfootballasyouaretheonlyportugueseintheroom

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São Paulo and Printi.com



Learnings

A black and white photograph of a laptop on a wooden desk. The laptop is open, and its screen is visible. A pen lies on the desk to the left of the laptop. In the background, there is a blurred image of a pen holder with several pens. The word "Learnings" is written in a white, stylized font across the center of the image.

Product Development Process



Functional Specs

Technical Specs

Joel on Software - Painless Functional Specifications

Data Driven Product Development



Short feedback loops

Iterative

Better, faster decisions

Data Driven Product Development



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Assumptions

—○—

Ego

○—□—○

Context

Development Process

Non bureaucratic

Simple as possible

Silent



Team Mission

A black and white photograph of five men standing in a room. The man on the far left is wearing a striped polo shirt. The man next to him has long hair and glasses, wearing a plaid shirt. The man in the center is wearing a dark zip-up hoodie over a light-colored button-down shirt. The man to his right is wearing a light-colored sweater over a collared shirt. The man on the far right has long curly hair and a beard, wearing a dark sweater and resting his chin on his hand. The background shows a room with a bookshelf, a mounted animal head, and a poster. The text "Talent and Diversity" is overlaid in the center in a white, stylized font.

Talent and Diversity

A man with long hair and glasses is sitting at a desk in a dimly lit room. He is looking towards the camera. In front of him are several computer monitors displaying code or data. The desk is cluttered with various items, including a keyboard, a mouse, and some bottles. The overall atmosphere is focused and professional.

Consistency

Marathon composed of sprints

Controlled Chaos

A man with a surprised expression is holding a large stack of cash. A unicorn head is visible in the foreground on the right side. The background is dark and blurry, suggesting an outdoor setting at night.

Single point of contact

"Closed door policy"

Communication

A grayscale photograph of a modern office meeting room. Five people are seated around a large, white, curved table. They are all looking towards a large monitor mounted on the wall. The monitor displays a presentation slide. The room has large windows with vertical blinds. The floor is made of wood. The overall atmosphere is professional and collaborative.

Embracing Change

Outside of Comfort Zone

Force Changes

Fail Friendly Environment

Toggle feature

Celebrate failure

Fail Wall



Lean startup

Retrospectives

- Keep with the good prioritization
- keep building a team spirit

- Keep the good morning session

- Address tech debt

- Keep with the good productivity

If you can't feed a
team with two
pizzas, it's too large.

Startup Quote!



JEFF BEZOS

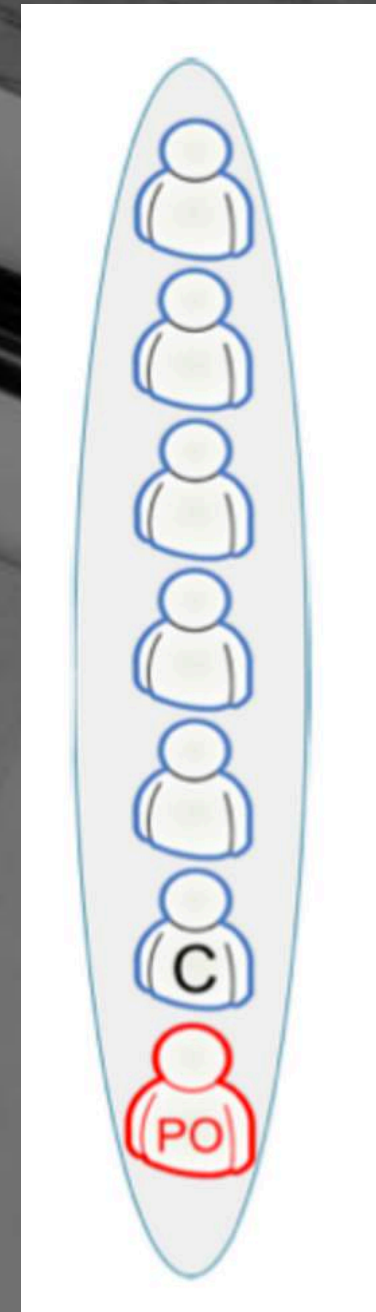
FOUNDER, AMAZON

Team Structure

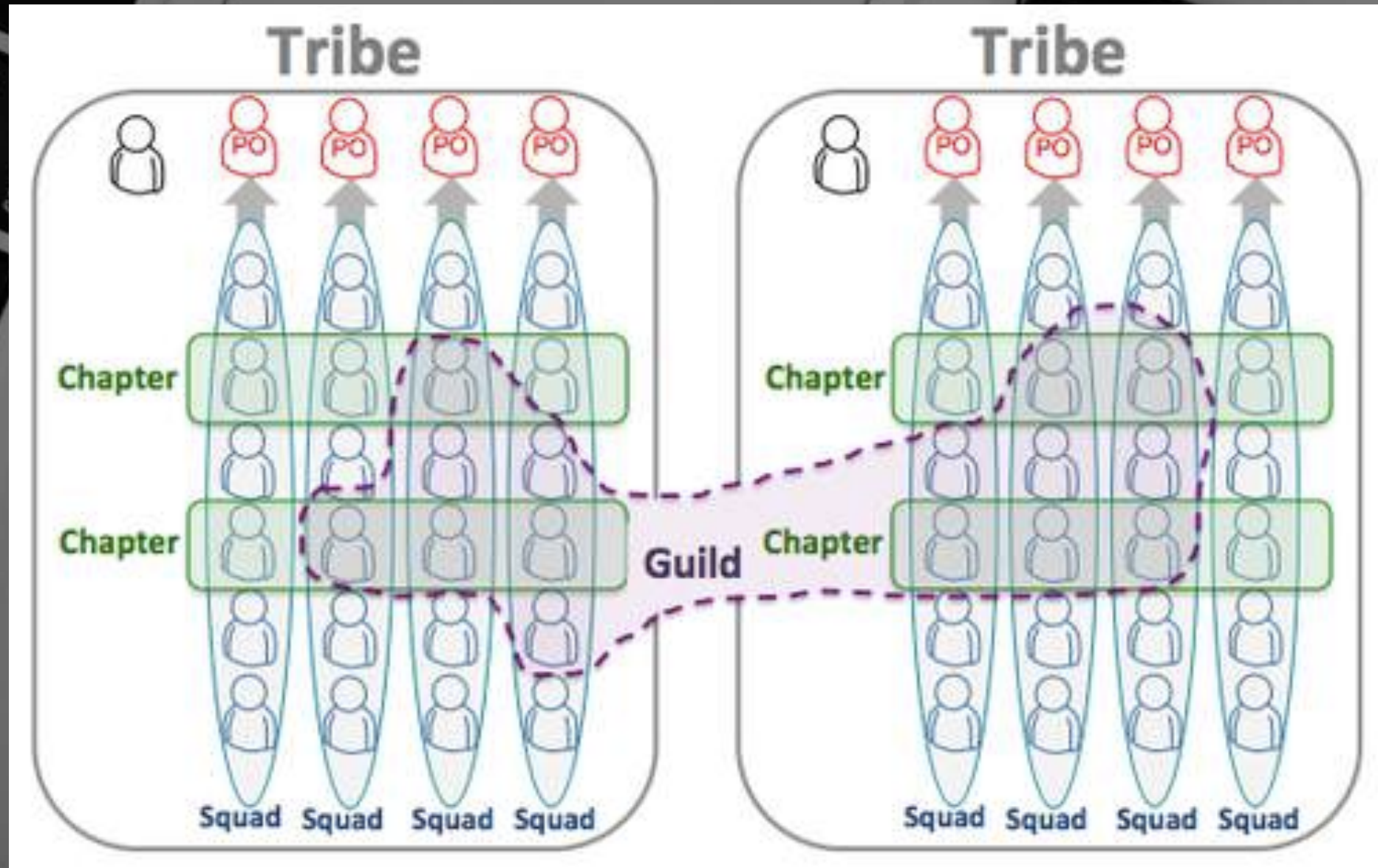
Feels like a "mini startup"

Self Organizing

Takes ownership



Teams Structure



Enter Tradeshift



Risk Team



Business Analytics Team



Hard problems to solve





Connect all companies in the

World

We Hack

TRADESHIFT GLOBAL
TEAM CAMP
HACKATHON WINNERS

Tradesift Go
2013

App Store That Doesn't Suck
2016



We are hiring!

TRADESHIFT GLOBAL
TEAM CAMP
HACKATHON WINNERS



Questions?

TRADESHIFT GLOBAL
TEAM CAMP
HACKATHON WINNERS

Interesting Resources

Leaders eat last

Good Product Manager, Bad Product
Manager

Spotify Engineering culture videos

Interesting Resources

The hard thing about hard things

Joel on Software

Smart and get things done