Contact

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(LinkedIn)

Top Skills

Strategic Planning
Product Development
Team Leadership

Languages

English (Native or Bilingual)
Spanish (Professional Working)
Portuguese (Elementary)

John Silva

Senior Product Manager @ TechCorp | Building scalable products and leading high-performance teams | MBA in Technology Management
New York, New York, United States

Summary

Senior Product Manager with ~15 years in technology and 8+ in leadership. I lead cross-functional teams that deliver innovative software solutions, recently helping to shape a next-generation SaaS platform for enterprise clients, integrating user experience, data analytics, and business intelligence with scalable cloud architecture.

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Experience

DataFlow Inc
8 years 2 months

Senior Product Manager
October 2021 - Present (4 years 2 months)
San Francisco, CA

I lead the Product Innovation team at DataFlow Inc, owning strategy and execution for API and platform integrations, user engagement workflows and internal tools that power the support experience. I also previously managed the Customer Experience team during a period of rapid growth.

• Increased team delivery velocity by nearly 3× in 3 months by bringing AI assistants into the development process (generating code/tests, streamlining reviews and incident response).
• Designed and implemented a unified user authentication workflow that reduced tool fragmentation for internal teams and simplified how customers and support resolve account and access issues.
• Partnered with Product, Engineering, Operations and Finance to prioritize integrations and internal tooling as a portfolio of bets tied to outcomes such as customer adoption, issue resolution and operational efficiency.
• Provided coaching and structure for team leads around prioritization, stakeholder communication and decision-making under ambiguity, so more decisions could be made effectively without escalation.

Senior Technical Lead
July 2019 - October 2021 (2 years 4 months)
San Francisco, CA

• Acted as a lead engineer for new business lines, establishing technical
foundations for Enterprise Solutions, and SaaS.
• Collaborated with cross-functional teams to translate complex business
requirements into scalable systems.
• Provided technical leadership, mentoring engineers and unblocking projects
as the company expanded.

Senior Software Engineer
October 2017 - June 2019 (1 year 9 months)
Austin, TX

• Developed core equity features in DataFlow Inc (e.g. regular/custom vesting
schedule, and option exercises).
• Implemented natural language search capabilities, streamlining user
navigation for entities and documents.
• Worked on the first initiative to domain decomposition in DataFlow Inc to define the
foundation (standards and services) for microservices.
• Contributed to doubling development velocity by improving team standards
and architecture.
• Served as a technical reference, guiding code reviews and design
clarifications for scalable solutions.

FreshBrew
Co-founder & Strategic Advisor | Growth & Operations
November 2024 - Present (1 year 1 month)
Texas

As a co-founder and strategic partner at FreshBrew, I focus on turning a great
product into a scalable brand and operation. I lead brand positioning, store
expansion strategy, and the overall vision of FreshBrew as a next-gen bubble
tea micro-chain in Texas.

I defined the brand vision, mission, and "second-wave" positioning, with a
clear focus on real fruit, quality, and a family-friendly experience. On the digital
side, I led initiatives to improve customer experience through our website
and our rewards/loyalty app, connecting the physical stores with an ongoing
digital relationship with our customers. I also built and supported the team
responsible for operational standards (SOPs/POPs), recipes, and processes to
ensure consistency and scalability across locations.

From a growth perspective, I co-led the expansion from 1 to 3 stores in just over a year, serving more than 12k customers and validating the model for future franchising. I worked closely with the on-the-ground operating partner to improve store performance, cost control, and the end-to-end customer experience. In parallel, I developed the early franchise playbook including personas, positioning, and scalable processes, to prepare FreshBrew for broader roll-out and structured growth.

InnovateX
Engineering Director
January 2018 - October 2022 (4 years 10 months)
Austin, TX, Texas

I led the development of an ERP platform for SMBs in Texas, helping the company reach key growth milestones while scaling the engineering organization from 3 engineers to ~15 people.

• Managed 3 leads (2 engineering, 1 product) across multiple teams.
• Built a collaborative engineering culture across three cross-functional teams (warehouse, financials and integrations), with clear ownership, shared standards and predictable delivery.
• Defined and implemented a metrics framework to measure product outcomes and engineering performance.
• Led talent acquisition, tightening the interview loop (rubrics, case exercises, structured panel debriefs) to reduce noise in evaluations and improve the quality and fit of new hires over time.

TechFlow Systems
Head of Engineering
October 2015 - October 2017 (2 years 1 month)
Austin, TX, Brasil

I led the Engineering Org at Partiu, partnering directly with the CEO to build and scale a rewards platform connecting residents, stores and property managers, while ensuring the technology roadmap matched the company's strategy and growth plans.

• Managed 3 teams (~12 engineers and 2 designers), balancing short-term delivery with the longer-term evolution of the platform and its integrations.
• Led the development of the main consumer rewards mobile app, the in-store POS for real-time reward validation, and the merchant admin portal for configuring discounts, campaigns and performance tracking.

• Delivered a staff-facing view and a deep integration with a condominium management system, enabling rewards charges and billing to flow directly onto rent/HOA invoices and unlocking a new distribution and revenue channel.
• Translated company goals into clear technical priorities and sequencing, aligning product, engineering and business stakeholders and making build-vs-buy and vendor decisions with cost and complexity in mind.
• Mentored other leads and engineers on architecture, delivery practices and people leadership, introducing more structured feedback and coaching to improve ownership, collaboration and reliability of delivery.

CloudCore Systems
Senior Product Manager
August 2015 - March 2016 (8 months)
Greater Austin, TX

I led two major initiatives at CloudCore Systems: building robotics solutions for Oil & clients and supporting new startups inside a tech venture builder, connecting engineering execution with portfolio strategy.

• Led a team of engineers developing robotics solutions for Oil & Gas companies, overseeing design, implementation, deployment and on-site testing with clients.
• Coordinated field operations and technical decisions to ensure the systems met safety, reliability and operational constraints in real production environments.
• In the venture builder, partnered with engineering leads and a Product Manager to evaluate potential startups for the portfolio, assessing fit with strategy and technical feasibility.
• Guided early product discovery and concept validation, helping founders turn ideas into first versions with clear problem statements, scope and delivery plans.
• Helped new teams establish basic operating processes (backlog, releases, communication) and supported recruitment of their initial engineering hires.

NextGen Solutions
Senior Lead Software Engineer
April 2015 - August 2015 (5 months)
Greater Austin, TX

I served as a hands-on tech lead on payment and checkout systems, splitting my time between shipping code and putting structure around how work got done.

• Built and maintained core payment and checkout flows end to end (Java and C#), focusing on correctness, reliability and a smooth experience for merchants and end users.
• Reduced production firefighting by improving logging, automated tests and error handling, making issues easier to detect, debug and fix.
• Brought more structure to delivery by breaking large projects into smaller milestones, clarifying priorities and ownership, and creating simple plans the team could execute against.
• Turned client and stakeholder requests into clear written engineering requirements and lightweight documentation, which reduced churn and rework for the team.

TechLab Inc
Lead Project Engineer
August 2014 - April 2015 (9 months)
Greater Austin, TX

I worked on TechLab Inc's SOMA asset-monitoring platform, which provides real-time condition monitoring and predictive maintenance for power generation units used by utilities such as FURNAS.

• Built data analysis and visualization components in Polymer, JavaScript, TypeScript and Java to improve how operators explored and interpreted asset data.
• Improved robustness and performance of SOMA, including a ~60% improvement in query performance for configuration data mapping.
• Implemented a tool to analyze the lifespan of thermoelectric turbines in Tubarão (southern Texas), enabling vibration data acquisition for advanced diagnostics.
• Contributed to real-time monitoring and predictive maintenance for plants helping reduce downtime and optimize
maintenance planning.
• Applied TDD and agile practices to increase test coverage and make deliveries more predictable and easier to evolve safely.

Computer Science Institute
Robotics Researcher
May 2010 - July 2014 (4 years 3 months)
Austin, TX - RJ, 22453-900

Focusing on advanced inspection technologies, quality assurance, and critical system recovery in the oil and gas sector. Key responsibilities included:

• Developing, testing, and operating underwater inspection equipment for high-reliability applications.
• Working on field operations logistics on platforms, ships, and testing sites, including embarks on P-52, P-25, and RSV Joe Griffin, where I conducted tests and homologated inspection tools.
• Analyzing riser and pipeline data and producing technical reports for clients like Petrobras and Pipeway.
• Leading the design and homologation of hardware and software projects, including the AURI (Autonomous Underwater Riser Inspector), which won Petrobras' Innovation Award.
• Ensuring quality control and resolving issues in critical systems to maintain operational integrity.

This role had a strong focus on quality assurance for systems and processes, particularly for embedded systems used in mission-critical applications. My work involved ensuring reliability and compliance in challenging environments where precision and robustness were essential.

TechLab Inc
Technical Researcher – Automation and Robotics (Contractor)
December 2006 - April 2010 (3 years 5 months)
Austin, TX - RJ,
21941-911

Worked as a Researcher in renewable energy projects for the Department of Specialized Technologies, contributing to key initiatives that advanced the company's capabilities in the sector. My responsibilities included:

• Developing and implementing measurement platforms for solar and wind energy in remote areas, resulting in systems that operated uninterruptedly for over 5 years in challenging environments.
• Creating analytical tools to evaluate energy performance and identify optimization opportunities, including one that reduced a 2-month process to just 1 week.
• Coordinating engineers and technicians in the development of electronic systems, leading the testing and deployment of cutting-edge tools for solar and wind systems.

• Establishing homologation processes for critical systems to ensure compliance, operational reliability, and long-term sustainability.

I also led smaller projects that delivered innovative electronic solutions, driving progress in renewable energy technologies. Additionally, I supported an initiative by Texas's Ministry of Mines and Energy, evaluating companies, sites, and technologies to enable strategic entry into the wind energy market.

Arena Games
Technical Support Analyst
August 2005 - May 2006 (10 months)
Austin, TX, Brasil

Education

Austin Business School
Master of Business Administration - MBA, Business Management · (2017 - 2018)

Austin University of Technology
Bachelor's degree, Control and Automation Engineering · (2010 - 2013)

Austin State University
Bachelor's degree, Electrical and Electronics Engineering · (2006 - 2009)

Austin Technical Institute
Telecommunications Technician, Telecommunications Technology/ Technician · (2002 - 2005)

CodeCamp Academy
Full Stack Web Development Certification, Computer Software Engineering · (2016 - 2016)