

## 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 & Gas 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

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## 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)