

JOÃO PENA

Based in Portugal, available Globally
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ABOUT

Product manager, technologist and business enthusiast.

Engineer by training, I enjoy and do my best work when able to be a hybrid between business, product, design and engineering.

EXPERIENCE

- 2022 – Present [Amplemarket](#), Senior Product Manager – Remote
An all-in-one platform for sales teams to capture intent signals and orchestrate their go-to-market motions
- Built the first version for an internal hackathon and led the development of Amplemarket's MCP Server
 - Led the development of Duo, Amplemarket's suite of agentic AI products, reporting directly to the founders
 - Saw this product suite have a major impact in terms of brand awareness for Amplemarket, product activation, time to value, customer satisfaction, revenue retention, expansion and new business
 - Designed, tested and implemented most first versions of Amplemarket's LLM prompt ensembles and eval processes for these new products
 - Won internal hackathons and built proof of concepts that led to major new products and features going to production
 - Had lots of fun working closely with the design team to craft SOTA experiences on top of these LLM-powered flows
 - Increased shipping velocity by propagating a "mental model" of the user to the team, helping everyone make faster product decisions without being entirely dependent on the product manager
 - Peer feedback: "Fullstack product manager, effortlessly switches between technical, design and business topics and excels in all", "Constantly seeks feedback from internal and external users and is quick to close the loop"
 - Inspired other product teams to create a better culture of:
 - Starting new projects grounded on a strong product analytics foundation
 - Co-developing new products and features alongside small groups of well-opinionated customers as design partners
- 2021 – 2022 [Decipad](#), Product Manager – Remote
A low-code notebook for calculations and telling stories with data. Think Notion meets Google Sheets.
- Led the development that led to the release of the first public version of Decipad to a select group of early adopters
 - Was responsible for user research and shaping product discovery and delivery cycles
 - Implemented Decipad's product analytics foundations: from the actual code instrumentation to the end activation, usage, and retention dashboards
 - Owned all product documentation, release processes and changelogs
- 2019 – 2021 [PricewaterhouseCoopers](#), Data & Analytics Consultant – Portugal
Management consulting practice, focusing on data engineering, data science, and business intelligence products
- Had the management team's trust to execute and manage client relationships for 3 of the company's most innovative data analytics projects (€500k+ in consulting fees)
 - Was hands-on in the project management, design and technical execution side of these projects and managed a team of 3 junior consultants.

EDUCATION

- 2014 – 2019 [Faculty of Engineering - University of Porto](#)
- Masters in Mechanical Engineering, specializing in Industrial Engineering
 - Relevant courses included a mix of advanced math (calculus and algebra), classical mechanics, physics, automation, energy, programming, statistics, information systems, operational research, finance and business fundamentals
 - Did an exchange semester at University of Chile (2017 – 2018) studying Industrial Engineering
 - Led a [JuniFEUP](#), a tech junior consultancy with +50 students, working on projects like marketing websites, CMSs, mobile apps, data warehouses & dashboards, CAD designs, and market analysis
- Other education (2025) [Gen AI Product Strategy by Reforge](#), (2024) [Data for Product Managers by Reforge](#), (2023) [Growth for PM by One Month PM](#), (2021) [Product Management Foundations by One Month PM](#), (2020) Global Finance Concepts by PwC Academy, (2019) [Deep Learning A-Z by Udemy](#), (2019) [Machine Learning Fundamentals by DataCamp](#)

MISC

- Key Skills Fullstack PM (design/tech/analytics/business), discovery, product operations, LLM products, prompting, business acumen, taste
- Tooling Product adoption and analytics (e.g. Segment, Mixpanel, Metabase, Jupyter Notebooks, PostHog, Userpilot, etc.), dev (e.g. GitHub, VSCode, Cursor, Browser DevTools, etc.), feedback management (e.g. Featurebase), other (spreadsheets, slides, Notion, Linear, etc.)
- Writing Wish I had time for more of it, but some things I wrote can be found [here](#), [here](#) and [here](#) :)
- Languages Portuguese – Native; English – Fluent; Spanish – Very Good User; German – Basic; French – Basic
- Hobbies Family first :) Sports (lots of them), reading (in a constant catch-up with an ever-expanding to-read list), music, cinema and travel.