



JOÃO TEIXEIRA DUARTE

Product Manager

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ABOUT ME

- My role is to **listen, comprehend, structure and support** people making great products
- **Eight years** of experience in Product management
- Obsessed with technology: **tech is a tool to improve human experience** in all fields.
- Background in **Clinical Psychology**: individual counselling (private practice) and group therapy (residential rehab center), that is brought into all discussions, from product discovery to planning growth
- **Passionate** about **personal data privacy** and the **overlap of online presence and technology**
- Currently **seeking to expand skills** with **tighter customer- and business-driven roadmap management**, and a **strong data-driven approach** to decision making both in the short- and long-term

MY PATH SO FAR

Senior Product Manager – FARFETCH

May 2022 – Present

- Responsible for **everything Content & Curation within FARFETCH**: all media made available on the HomePage and other touchpoints in which Editorial content is displayed to users.
- Driver of the **Content Revolution**: kickstarting a **marketplace-wide (business and tech) effort** in shifting the paradigm of Content creation/distribution on the FARFETCH Marketplace, **focused on ROI and GTV** through:
 - Moving **away from a generic HomePage** populated with manually curated, **low-ROI** editorial content, replacing it with...
 - Highly **personalised, algorithmically maintained** product recommendations tailored **for different user segments** (with jumps **from 20% to 60% Engagement Rate**, replacing content with 0.001% CR with 0.18% CR)
- Took over and delivered the multi-year initiative of **streamlining all user tracking around Editorial content** to support data-driven decision-making.
- Spearheaded the **Experimentation Champion programme** as its first Champion
 - Improving and **expanding** my knowledge of product experimentation, and **supporting others** in adopting an **empirical, data-driven approach** to feature development (through workshop sessions and training)
- Led two major overhaul initiatives around **elevating the Brand Experience** at FARFETCH
 - Increased **GTV by 10%**, **orders placed by 11%**, number of **products viewed by 17%**
- **Mentored four Product Managers** of different areas over the course of six months.

Senior Product Manager – Fuze (an 8x8 company)

July 2021 – May 2022

- Led the mobile apps team, encompassing iOS, iPadOS and Android
- Worked in close cooperation with other teams and customer feedback to produce efforts like:
 - **Push-to-Talk** – a mobile-first initiative supporting audio messages and Walkie-Talkie Mode, tailored to the companies in the manufacturing industry (assembly line and warehouse use cases)
 - **Fuze Mobile on RealWear devices** – a mobile-exclusive initiative bringing Fuze communications (calling, video conferencing and chatting) into fully voice-controlled hands-free devices (remote expert and service worker use cases)
 - **iOS 15 feature leveraging** – an iOS exclusive feature set making sure users would not miss essential and time-sensitive notifications while in Focus Mode

Senior Product Owner – Waitrose & Partners

Apr 2019 – June 2021

- Led the apps teams, encompassing iOS, Android and mobile-focused UI/UX design work
- Continually iterated over the apps – a steady climb to **industry-leading 4.7 star ratings** on App Store and Play Store, where they sit since late 2019 – while also making them functional and scalable
- Worked in close cooperation with other teams and customer feedback to produce efforts like:
 - **Entertaining products** – top grossing product category for the entire digital estate during peak season
 - **Click & Collect orders** – this completely new order type was not originally supported by the apps, but a big driver of revenue on the website and highly demanded by customers, especially as the **pandemic** made delivery orders reach maximum capacity
 - **Full iPad optimisation** – customers on iPad drive a significant amount of traffic and revenue to the website and complete support helped the apps team increase its footprint within the digital estate

- Scaffolding the team's 3-year-long preparation to **transition to a slew of all-new BE services** throughout the estate
- Driving the implementation of the **Delivery Tracking service** app-side – a mobile-apps exclusive at first.
- **Improving the processes** to keep the company mission and product vision in sight, conveying goals and direction to team members & stakeholders

Product Owner – BCG (Boston Consulting Group)

Sep 2017 – Apr 2019

- Led several smaller-scale projects exclusively focused on **process optimisation for efficiency**, from requirement gathering to post-release review:
 - Web-based, mobile responsive, **bespoke survey engine** supporting insights dashboards, role-based access, respondent management and response-tracking features.
 - **Versatile microsite template** for internal data management, with robust permissions-based-role access
 - **Fully customised instance of Umbraco CMS**, with multi-tenant capabilities – one CMS to support 150+ internal micro-sites – and **matching micro-services** to support them: comments, and media content (to simplify content availability from CMS backend to external applications)

Product Owner – Unmaze.io

Apr 2016 – Sep 2017

- Led a Scrum-oriented development team, developing a **highly customisable web-based SaaS CRM** application
- Conducted the **conceptualisation, development, deployment and iterative improvement** of several key features, including permissions system, on-boarding experience, deal records management and task list sections

Psychologist

Jan 2014 – present

- **Counselling:** individual counselling (private practice), group therapy (at Comunidade Terapêutica Clínica do Outeiro, a private rehab centre) manoeuvring in high pressure and violent environment, maintaining order and adhesion to short- and long-term treatment plans
- **Lecturing:** Post-graduate course in Chemical and Behavioural Addictions (Jan 2017 to August 2022)

EDUCATION & CERTIFICATION

- **Certified Scrum Product Owner** – SCOPPHU ACADEMY 2016
- **Certificate of Pedagogic Competences (CAP/CCP)** – RFA ACADEMY 2014
 - Recognising skill set required for higher-education lecturing
- **Integrated Masters' Degree in Psychology (Highest marks in class of 2013)** 2008–2013
 - From the Faculdade de Psicologia e Ciências da Educação – Universidade do Porto (FPCEUP)