

LEA GREGORCA AZEREDO

Product Manager

<http://whoislea.com/>

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SUMMARY

Proactive and results-oriented professional with nearly a decade of experience in building products from inception to launch. Thrives in fast-paced environments and excels at aligning business objectives with end-user needs. Analytical thinker who enjoys balancing long-term planning and strategy with short-term execution.

SKILLS

Product Strategy | Product Development | Planning & Prioritization | Leadership & Mentoring | Problem-solving | Stakeholder Management
Cross-functional team Management | Market Analysis | User-Centric Mindset | Project Management | Agile | Confluence | Jira

EXPERIENCE

2022/12 - present Product Manager | *Fabamaq (Porto, Portugal)*

- Led cross-functional teams in the launch of new products (bingo, slots), strategically aligning them with market demands and regulatory compliance across 5 different markets
- Implemented agile and scrum methodologies, overseeing roadmapping, sprint planning, and backlog management to optimize product development and to allow stakeholders to gain insight into the future of product delivery
- Advocated for a data-driven decision-making by leveraging product market insights to drive future product growth
- Built strong stakeholder and partner relationships, ensuring clear communication and resolving conflicts proactively

2019/05 - 2022/12 Product Manager | *Digital Catapult (London, UK)*

- Analyzed the market for emerging trends and customer demands, identifying internal and external product opportunities that led to securing external stakeholder funding from companies like Microsoft, Vodafone, Yusen Logistics
- Delivered a brand new, blockchain based supply chain platform, which received funding from Innovate UK
 - Created functional roadmap to allow engineers and customers to see the future of the product
 - Ran multiple customer workshop resulting in quarterly updates to product roadmap
- Utilized user-centric design and ideation processes to drive product development, resulting in increased client satisfaction (e.g. hypothesis formulation, Jobs-to-be-Done, business model optimization, and MVP development)
- Collaborated with designers, engineers, sales and marketing team to delineate product requirements, prioritize features, as well as product positioning and messaging

Innovation Delivery Manager | *Digital Catapult (London, UK)*

- Mentored over 50 startups in diverse industries, helping them find product-market fit, as well as played a pivotal role in supporting the company's first spin-off ([UDC](#))
- Led and shaped delivery of UK leading XR accelerators (CreativeXR, Augmentor) with £1M+ budgets
- Delivered 10+ on-time and on-budget projects for both corporate clients and UK R&D initiatives, contributing to the development of innovative solutions that address their unique challenges
- Coordinated cross-functional, multicultural teams on distinct projects, ensuring alignment of expectations and timelines

2016/05 - 2019/05 Community and Operations Manager | *Founders Founders (Porto, Portugal)*

- Created and executed 100+ events for entrepreneurs reaching 2,5k+ people and though that grew start-up residency occupation rate from 40% to 100% and pave way for new branch offices (e.g. Lisbon, Amarante)
- Established and negotiated 20+ partner relationships (e.g. Amazon, Digital Ocean, Pipedrive, SendGrid)
- Developed effective communication strategies (e.g. got newsletter opening rates over 40%)

2014/04 - 2016/04 Operations and Marketing Manager | *SIMI (Porto, Portugal)*

- Built and designed WordPress websites for 10+ clients
- Produced 100+ marketing materials and SIMI platforms for several clients, including PizzaHut

EDUCATION

MSc in Human Resources Management | *Polytechnic Institute of Porto (Portugal)*

Thesis: Employer branding and IT (18/20)

LICENSES & CERTIFICATIONS

- Professional Scrum Master™ I (PSM I) by [Scrum.org](#)
- Coding Workshop by [SheCodes](#) (HTML, CSS, Javascript)

ACHIEVEMENTS & AWARDS

- Top 3 of Portuguese Woman in Tech Award (*Community Leader*)
- Top 8 of "[Portonauts](#)" (*Porto's city hall's recognition - talent attraction*)
- [Publication](#) of Employer Branding Practices Amongst the Most Attractive Employers of IT & Engineering (*International Journal of Human Capital and IT Professionals*)

PROJECTS & VOLUNTEERING

[Like Minded Females](#)

Business and Career Mentor

[Somos Nós](#)

Developed website for social initiative

[The Boom Week](#)

Set up 1-week marketing bootcamp alongside 6 co-organizers delivering 25 talks at 5 venues with 300+ attendees

[Incinerator](#)

Created a series of documentaries about start-up failure with 15+ speakers and traction of 30k+ Youtube view

[Founders Club](#)

Co-founded and ran a referral-only membership club of 70+ scaleup and scaleup founders