

João Mira

SENIOR PRODUCT MANAGER

[LinkedIn](#) | joamira.com | [GitHub](#)

PROFILE

Creating digital products that resonate with users is my passion. With 8 years of experience as a Product Manager, I've become skilled at understanding the core of problems across various industries, which helps me create solutions that really work. My approach combines empathy with data-driven insights to drive meaningful improvements.

EXPERIENCE

Doctolib [Healthcare]

Product Manager II

Sep 2023 - Present

Product Manager

Sep 2022 - Aug 2023

- Digitized the patient check-in process, enhancing the patient experience and reducing wait times for over 2 million pre-admitted patients.
- Developed a centralized document management system, streamlining document access for healthcare practitioners and saving countless hours. It now handles over 5 million document views monthly.
- Successfully developed a patient messaging platform for hospitals, later scaled and deployed to 100% of medical practices on Doctolib.
- Ensured full KHZG compliance for our hospital product, contributing to the successful securing of contracts with Charité and Sana Kliniken.

GRENIION Brands [E-commerce]

Digital Product Manager

Jan 2021 - Aug 2022

- Optimized UX, conversion rates, and mobile shop experience across key brands.
- Led QA testing and feature delivery for 6-figure marketing campaigns.
- Following a company restructure, assumed responsibility for managing the Dev team and overseeing IT infrastructure.

Impact Index [Digital media]

Lead Product Manager

Jul 2020 - Dec 2020

- Led the development of a digital platform showcasing impactful startups, in a project funded by a grant from the Danish government.

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EXPERIENCE

Startup Guide [Digital media]

COO & Digital Product Manager

Nov 2016 - Apr 2020

- Joined the startup as the first employee and later became a managing partner, where I oversaw digital initiatives and played a key role in growing the team to 25 employees.
- Led the development of startupguide.com, a digital media website and webshop featuring entrepreneurship content across multiple cities.

Hootsuite [Social Media]

Enterprise Customer Advocate

Jun 2015 - Oct 2016

- Collaborated with Enterprise clients to maximize software use, prioritized customer queries with Sales and Dev teams, achieving a CSAT of more than 97%.

Genpact [Healthcare]

Senior Process Associate

Oct 2014 - Jun 2015

- Successfully established the first customer support service for GSK in Portugal, managed IT infrastructure setup, and conducted audits.

TOYNO [Design agency]

Product Manager

Mar 2013 - Oct 2014

- Managed the development of new physical products, from supply chain setup to go-to-market strategy, and led the creation of a fully in-house developed e-commerce website.

EDUCATION

ISEG - Lisbon School of Economics & Management

- Bachelor's degree in Applied Maths to Economics & Management, 2012
- Post Graduation in Foresight, Strategy and Innovation, 2014

LANGUAGES

English: C2 | Portuguese: Native | German: B1 | Spanish: B1

SKILLS

Agile | Jira | Figma | HTML & CSS | Tableau | SQL