



RUI JORGE MENDES

PRODUCT MANAGER

 (+351) 910439630  rui35mendes@gmail.com  Porto, Portugal

 [linkedin.com/in/ruimendes/](https://www.linkedin.com/in/ruimendes/)  rui-mendes-portfolio.netlify.app

SUMMARY

Results-driven Product Manager with 4+ years of experience leading cross-functional teams to deliver data-driven digital products in fast-paced, international environments. Proven track record managing end-to-end product lifecycles, from discovery and roadmap definition to delivery and iteration, with a strong engineering foundation. Skilled in Agile/Scrum, stakeholder management, and translating complex technical requirements into measurable business value.

WORK EXPERIENCE

Business Analyst/Product Owner

2024 - present

Markant Gruppe

- Own the product backlog and roadmap for a B2B SaaS digital marketplace serving hundreds of enterprise clients across the DACH region.
- Led UX discovery initiatives that reduced navigation-related support questions by ~30% and made key workflows easier to find and complete.
- Collaborate with design, engineering, and German-speaking business stakeholders to define acceptance criteria, run Agile ceremonies, and align product vision with technical delivery.

Product Manager

2022 - 2024

Farfetch

- Led product management for 3 cross-functional engineering teams responsible for internal data flow automation across a global luxury e-commerce platform.
- Owned the full lifecycle of DataHub - an internal platform that reduced data ingestion time-to-market from 32 days to 1-2 days by enabling self-service pipeline configuration.
- Defined product strategy, OKRs, and quarterly roadmaps in alignment with company-wide platform goals.
- Coordinated with data engineers, architects, and business users to prioritise features and resolve technical dependencies.
- Facilitated Agile ceremonies (sprint planning, retrospectives, demos) across distributed teams in multiple time zones.

Associate Advisor

2021 - 2022

KPMG

- Delivered business continuity management consulting for Vodafone and Galp, implementing ISO 22301-compliant frameworks.
- Produced client-facing deliverables: risk assessments, BCP documentation, and executive presentations.

Project Manager Intern

2020

Accenture

- Internship in IT project management.
- Worked directly with the Scrum Master of a software development team focused on creating an internal tool for the multinational Janssen.

EDUCATION

MSc in Industrial Engineering - Universidade do Minho

2020 - 2023

Grade 17/20

BSc in Systems Engineering - Instituto Superior de Engenharia do Porto

2017 - 2020

Grade 15/20

CERTIFICATES

- [Product Management 101](#)
- [Technical Product Management](#)
- [Product Roadmapping Micro-Certification \(PRC\)TM](#)
- [Product Strategy Micro-Certification \(PSC\)TM](#)
- [ISO 22301 Provisional Implementer](#)
- [ITIL 4 Foundation](#)
- [Scrum Foundation Professional](#)
- [Microsoft Certified: Azure Fundamentals](#)

SKILLS

Product:

- Agile Methodologies
- Scrum
- Product Lifecycle Management
- Product-Led Growth (PLG)
- A/B Testing & Experimentation
- Data-Driven Decision Making
- B2B Platform Strategy
- Jobs-to-be-Done (JTBD)
- Go-to-Market Planning
- UX/UI Discovery

Tools:

- Jira
- Confluence
- Power BI
- Notion
- Trello
- OutSystems
- SQL Basics
- Microsoft Office
- LLMs
- Figma

LANGUAGES

Portuguese - Native

English - Fluent (C2)

Spanish - Beginner (A2)

German - Beginner (A1)