



RUI MENDES

Product Manager

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EDUCATION

Universidade do Minho

2023

MSc in Industrial Engineering | Grade: 17/20

Instituto Superior de Engenharia do Porto

2020

BSc in Systems Engineering | Grade: 15/20

LANGUAGE

- Portuguese (native)
- English (B2 certificate)
- Spanish (basic)
- German (A1 certificate in progress)

LICENSES & CERTIFICATIONS

- 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

CORE SKILLS

Product:

Product-Led Growth (PLG); Jobs-to-be-Done (JTBD); A/B Testing & Experimentation; Data-Driven Decision Making; B2B Platform Strategy; Go-to-Market Planning

Tools:

Jira · Confluence · Power BI · OutSystems · SQL Basics

PROFESSIONAL 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.

EXPERIENCE

Business Analyst/Product Owner (2024-present) Markant Gruppe

- Own the product backlog and roadmap for a B2B digital marketplace serving hundreds of enterprise clients across the DACH region.
- Led UX discovery initiatives and delivered a platform navigation redesign, unified notification framework, service audit trail, and Power BI analytics dashboard.
- Collaborate with engineering, design, and business stakeholders to define acceptance criteria, run sprint ceremonies, and ensure on-time delivery.
- Bridge communication between German-speaking stakeholders and international engineering teams to align product vision with technical execution.

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 Management Internship (2020) Accenture

- Supported Agile delivery of a client-facing website with a multicultural team across England, Brazil, and India.