



JOAO MAGALHAES

Product Owner | Product Manager

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SUMMARY

I am a Product Owner / Product Manager with a background in business development and growth. I am naturally curious about why people use a product, where they struggle and what would make their experience better. I combine customer feedback, data, competitor research and commercial insight to define product direction and prioritize what comes next. I work closely with engineering, design and Customer Success to bring those decisions to life, using AI tools for research, ideation and rapid prototyping.

WORK EXPERIENCE

Mysterium Network – Product Owner | Manager

Nov 2023 - Present

- Own product strategy and roadmap across onboarding, retention and monetization.
- Turn user insights and business goals into requirements and backlog priorities, collaborating with engineering and design.
- Led walletless onboarding, referral and rewards features to simplify activation and encourage participation.
- Helped launch the MystNodes Chrome extension, reaching approximately 9,000 installs.
- Defined SDK integration requirements and explored pricing and reward models to support sustainable growth. This resulted in 200K new IPs via SDK.
- Contributed to 80% node pool growth, 30% higher registration-to-claim conversion and 15% lower churn in 2026.

LKI Consulting – Community Activation Manager

Sep 2023 - Dec 2023

- Worked closely with Web3 communities to understand user needs, engagement barriers and recurring feedback, informing campaign planning and recommendations to clients.
- Developed community activation initiatives aligned with project objectives, helping users understand and engage with digital products.
- Coordinated stakeholders and contributors to deliver initiatives, adapting execution based on community response.

JumpTask - Business Development

Jun 2022 - Nov 2023

- Developed partnerships and growth initiatives for JumpTask product, identifying opportunities to expand its user base and revenue streams.
- Researched competitors, user experience and business models, providing recommendations to inform product planning.
- Translated partner needs and market insights into proposals for integrations and product improvements.
- Secured 10+ Web3 partnerships, with partnership initiatives contributing to a 15% increase in users.

Essential Home — Business Development Manager

Nov 2018 - April 2022

- Combined customer feedback, competitor research and Salesforce data to inform pricing, commercial offers and market expansion initiatives.
- Managed international accounts, identifying customer needs and communicating opportunities to improve the offering and client experience.
- Coordinated a team of four and worked with external producers on pricing and rebate policies, balancing customer expectations with commercial objectives.

DelightFULL — Sales Executive

Aug 2016 - Oct 2018

- Built an understanding of customer needs across international markets through prospecting, consultation and ongoing client relationships.
- Helped customers evaluate products and make purchasing decisions, developing practical insight into buying motivations and barriers.
- Managed the full sales cycle, building negotiation, prioritization and stakeholder communication skills later applied to product ownership.

EDUCATION

Bachelor of Business Administration

Sep 2009 - Jun 2013

University Fernando Pessoa

- International Relations & Affair
- Final Score: 14/20

KEY SKILLS

- Product Strategy
- Roadmap
- Competitor Research
- Backlog Prioritization
- Product Growth
- User Journeys

TOOLS

- ClickUp — Backlog management, task prioritization and delivery tracking
- Grafana — Dashboard review and product metric monitoring
- Figma — Design review and UX feedback
- Claude — AI-assisted research, requirements drafting and ideation
- ChatGPT — Product research, user flow exploration and documentation
- Lovable — Rapid prototyping and interactive concept development
- Notion — Product documentation, planning and knowledge management

LANGUAGES

- English
- Portuguese