



## João Pinho | The Digital MBA

### ADVENTUROUS AND CURIOUS

João enjoys creating unique digital products that people love to use. Currently, a Product Manager at Farfetch, João's job is to help customers with functional and exciting digital products that will improve their in-store experiences.

He joined Farfetch after three incredible years working in the Digital Transformation and Innovation department at Sonae MC. As a Product Owner in the retail food company, João was responsible for developing new features regarding personalization in the company's eCommerce platform and was also part of the team that created Continente Labs, a product experimentation and crowdsourcing platform.

Before joining Sonae, João lived in Australia and worked at BUPA, a British Health Insurance Multinational, as a Client Partnership Specialist and managed the seamless integration of overseas students applying for Australian visas into the company's health insurance plan.

All of these fantastic episodes would not have been the same if it wasn't for all the memorable experiences that he acquired during his four summer internships at Liberty Mutual, ranging from the IT to the Design and Product Management Department.

João likes to look at the big picture and help people translate complex scenarios into actionable and comprehensive next steps and is looking forward to his next big adventure!

### ACADEMIC BACKGROUND

<b>2020 - 2021</b>	The Digital MBA   Porto Business School
<b>2013 - 2016</b>	Bachelor's Degree in Management and Business Administration   University of Porto (FEP)

### TIMELINE

<b>2021 - (...)</b>	Product Manager   Farfetch
<b>2018 - 2021</b>	Product Owner (eCommerce & FMCG)   Sonae MC
<b>2017 - 2018</b>	Client Partnership Specialist   Bupa Australia & New Zealand
<b>2009 - 2013</b>	Summer Internships   Liberty Mutual

### LIKES & CURIOSITIES

Reading / Listening to The Beatles / Playing the guitar / Playing with a breadboard and my Raspberry Pi / Drawing

#### PHONE

+351 917625907

#### EMAIL

joao.pinho@hey.com

#### LINKEDIN

linkedin.com/in/joaogpinho

#### NATIONALITY

Portuguese

#### LANGUAGES

Portuguese / English

#### TOP STRENGTHS

Empathy / Curiosity / Translating  
Complexity / Organization /  
Creativity

#### FUTURE PROFESSIONAL INTERESTS

Product Management / Innovation /  
Digital Transformation / Marketing /  
eCommerce

#### Contact us

Contact Career Services Team to know better our MBA graduates:

T. +351 22 042 50 35/43 E. [career.services@pbs.up.pt](mailto:career.services@pbs.up.pt)