João Silva

PRODUCT · GROWTH & REVENUE · OPERATIONS · PARTNERSHIPS · AI

Porto, Portugal (open to relocation) · joao.vitor.cardoso.silva.jvcs@gmail.com · linkedin.com/in/jvcsilva · jvcsilva.pages.dev



SUMMARY

Operator and product builder with 12+ years, from the shop floor to a regional P&L (profit and loss) across three countries. At Bird I run operations across Portugal, Spain and France, delivered Portugal's first EBITDA-positive year and led products now used in 100 to 200+ cities: an AI parking photo review, a flat-rate subscription, lifecycle automation and payment improvements. I find problems with the people who live them, build the first version myself with SQL, Python and LLM APIs when I can, and prove the impact with A/B tests.

KEY ACHIEVEMENTS

- Delivered Portugal's first **EBITDA-positive year** (EBITDA: Earnings Before Interest, Taxes, Depreciation and Amortisation): revenue **doubled (2x)**, yearly rides 2.4x, fleet 4,000 → 10,000+ vehicles.
- Led the **AI parking photo review** as product manager: live in **100+ cities**, rides ended in authorised spots **87% → 95%**, under $0.001 per photo; helped win public tenders.
- Created a **flat-rate subscription** in Iberia, rolled out to **200+ cities**: +30–35% NR (Net Revenue) per user and **48% less churn**.
- Shipped revenue features proven by A/B tests: **+6% NR per rider** (rider enforcement), **+1.3% NR globally** (retries on backup payment methods), about +4% revenue in my region.
- Cut regional **cost of sales from 42% to 30%** through vendor and 3PL (third-party logistics) renegotiation.
- **Never lost an RFP** (Request for Proposal) in Portugal; secured multi-year permits in Porto, Cascais and Matosinhos and grew to ~30 municipalities.

EXPERIENCE

Bird

Shared e-scooters and e-bikes · Remote, Portugal · Apr 2022 – present

Regional Head of Operations, Iberia & France (Apr 2026 – present) · **Country Manager, Portugal** (Jul 2024 – Mar 2026) · **Strategy & Operations Manager / Engagement Manager** (Apr 2022 – Jun 2024)

P&L AND OPERATIONS

- Own the regional P&L for Portugal, Spain and France: ~20,000 vehicles, ~$150M in assets; 8 direct reports and up to 150 field staff; region tracking 8% ahead of the 2026 revenue target, driven in part by the pricing I own.
- As Country Manager, delivered Portugal's first EBITDA-positive year and built a 50+ person organisation across operations, government partnerships and field teams.
- Cut cost of sales 42% → 30% (yearly average) with vendor renegotiation, 3PL restructuring and SLAs (Service Level Agreements), penalties and KPIs (Key Performance Indicators) in every contract.
- Designed a €4 steel part that protects vehicle IoT (Internet of Things) units: vandalism –90%, paid back in the first month. Designed a fleet cannibalisation model: average rating 3.9 → 4.5, cancellations –10%.

PRODUCT AND GROWTH

- Product manager for the AI parking photo review: wrote the PRD (product requirements document), versioned prompts per city, compared Claude, GPT and Amazon Nova models against human reviewers, tracked cost and latency per photo.
- Designed the rider lifecycle, automated in Braze: download to first ride 51% → 63%; a failed-scan offer converted 87% of riders within 5 minutes.
- Pricing for locals and tourists: +28% NR per user (resident price, built without Engineering) and +7% NR per rider (tourist price, A/B tested, validated by Legal).
- Rider enforcement, opt-in per city: +6% NR per rider in a 3-month A/B test, adopted by 100+ cities; ~+4% regional revenue after rollout to all my cities.

PARTNERSHIPS AND CITIES

- Led B2G (business-to-government) negotiations: multi-year permits in Porto, Cascais and Matosinhos, 10+ city launches; hold relationships with mayors and mobility councillors across ~30 municipalities.
- Brand deals: NOS (+17K users, ~$93K NR a year), Iberia Airlines (20K+ app downloads in under a month), bank cashback through Data4Deals; Transdev B2B2G deal in Covilhã, one of Bird's most profitable markets.
- Reorganised the B2B operating partners: ended the weakest, gave the best more fleet; partner churn –70%, monthly vehicle churn 4% → 1.2%.

AI TOOLS

- Built an event agent used in 200+ cities (30–150% more rides on qualifying event days) and an AI Ops Manager (Python, Gemini, Slack) that writes the weekly business review, ranked by ROI (return on investment).

Glovo

Quick commerce · Porto · Jul 2021 – Apr 2022

Operations Manager, Micro-Fulfillment Centers

- Launched and scaled 8 dark stores to CM2 (Contribution Margin 2) profitability in 7 months, with an 85+ person team.
- Built an ordering tool on Odoo data: ordering time 6h → 1h a day per store, pick time 2:50 → 1:45 per order; with a stock-rotation tool, food waste –20%.

Record Go

Car rental · Porto · Jun 2020 – Jul 2021

Operations Lead

- Built Portugal operations from scratch; hired and trained 20+ staff; top rental-car rating on Rentalcars.com within 7 months.

Goldcar

Car rental · Porto · May 2019 – May 2020

Senior Operations Associate

- Managed fleet and inventory; launched seasonal promotions and upsell products.

Sacoor Brothers

Luxury retail · Porto & Gaia · Jul 2013 – May 2019

Store Manager / Operations Coach

- Led a flagship concept store to €1M+ annual sales with 5–10% growth a year; trained new hires across Northern Portugal with lean and Kaizen methods.

SKILLS

Business: product discovery, PRDs, A/B testing, pricing and monetisation, lifecycle and retention, payments, P&L ownership, AOP (Annual Operating Plan) and forecasting, unit economics, B2B and B2G negotiation, public tenders, government relations, vendor and 3PL management, team leadership.

Technical: SQL, Python, Google Apps Script, LLM APIs (OpenAI, Gemini, Claude, Amazon Nova), prompt design and model evaluation, AI agents and Slack bots, Braze, Metabase, Tableau, Looker, GitHub Actions, Cloudflare, Claude Code (AI-assisted development).

Languages: Portuguese (native), English (fluent), Spanish (proficient).

Education: Level 4 Professional Qualification (EQF Level 4), Information Technology and Management.