

LUCAS MARTINS

Senior Product Manager

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Lisbon, Portugal



SUMMARY

Senior Product Manager with eight years of experience in customer-focused product development. Combines thoughtful problem solving with hands-on delivery, clear communication and a strong focus on measurable outcomes. Trusted partner to multidisciplinary teams, with a track record of turning complex challenges into practical improvements for customers and colleagues.

EXPERIENCE

Atlas Mobility	Lisbon, Portugal
Senior Product Manager	2022 – Present
- Owned the rider experience roadmap for a mobility platform operating in 12 European cities. - Led two cross-functional squads to launch flexible booking, increasing repeat usage by 21% in six months. - Established a discovery cadence combining interviews, funnel analysis and experiments to guide investment.	
Waypoint Digital	Lisbon, Portugal
Product Coordinator	2019 – 2022
- Managed B2B workflow products from concept to launch in close partnership with design and engineering. - Simplified account activation and reduced average onboarding time from nine days to four. - Aligned commercial and technical teams around measurable goals, transparent priorities and regular launch reviews.	
Westbridge Partners	Lisbon, Portugal
Associate, Customer-focused product development	2017 – 2019
- Supported client projects from research and planning through delivery, building a strong foundation in customer-focused product development. - Maintained accurate project documentation, coordinated stakeholder feedback and presented clear recommendations to senior colleagues.	

PROJECTS

Accessible Journey Planner	2025
Piloted step-free route preferences and clearer transfer information with 60 riders. Findings shaped a practical accessibility roadmap and partner requirements.	
Team Knowledge & Practice Library	2024
Developed practical templates, examples and onboarding resources for customer-focused product development. Shared lessons through monthly peer sessions and made proven approaches easier to reuse.	

EDUCATION

Universidade Nova de Lisboa	MSc
Information Systems	2013 – 2017
Focused on applied research, collaborative projects and professional practice. Final project explored evidence-led approaches to customer-focused product development.	

SKILLS

Product	Insight	Delivery
Discovery, Roadmapping, Prioritisation	Experiment design, SQL, Customer interviews	Cross-functional leadership, Agile planning, Go-to-market

CERTIFICATIONS

Professional Scrum Product Owner I	2024
Scrum.org	

COMMUNITY

Community Skills Network	2023 – Present
Advise early-stage social enterprises on customer discovery and testing their first product ideas.	

LANGUAGES

English	French
Fluent	Conversational