

BRUNO JOURDAN SANTOS

Senior Product Manager / Product Owner | B2B SaaS

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PROFESSIONAL SUMMARY

Senior Product Manager with 7+ years building and scaling B2B SaaS products, along with B2B and B2C mobile applications. Owns the full product lifecycle from discovery and strategy through go-to-market, having launched products into new international markets and led distributed teams of up to 20. Strong in roadmap planning, feature prioritization, customer discovery, and data-driven decision making, with AI-powered product tooling that speeds story writing, documentation, prototyping, and analysis.

PROFESSIONAL EXPERIENCE

Senior Product Owner, Shiji Group May 2023 to June 2026

Portugal (Remote)

- Owned product strategy and the full lifecycle for a B2B SaaS platform in hospitality, from discovery through go-to-market and post-launch analysis, leading a cross-functional team of 18 across product, engineering, QA, and design.
- Ran customer discovery and converted insights into a prioritized, outcome-driven roadmap with clear success criteria, prioritizing by usage data and business impact.
- Planned and shipped product releases on a monthly cadence, tracking outcomes against adoption and quality metrics.
- Used Kiro, an AI-powered product tool, across story writing, backlog, documentation, workflows, and rapid prototyping, and for data, competitor, and market analysis to sharpen product decisions.
- Led the structured wind-down of a discontinued product, migrating its customers onto a newly launched platform and building the bridges for their OTA integrations to protect existing customers and revenue.

Product Manager, Fabamaq March 2022 to May 2023

Porto, Portugal

- Launched two products into two previously unexplored international markets end to end, from ideation through go-to-market execution.
- Owned the full development lifecycle for a cross-functional team of around 20 across engineering and design.
- Defined requirements and prioritized the roadmap by market opportunity and business value, confirming product-market fit through on-site validation and post-launch follow-ups.

Product Owner, INSIA January 2022 to March 2022

Portugal

- Stood up the Scrum framework from scratch, establishing ceremonies and cadence that lifted delivery rhythm.
- Owned the product backlog and roadmap, prioritizing by business impact and user value.

Product and Project Support, Nonius (B-Guest) February 2018 to December 2021

Porto, Portugal | Nonius Mobile department

- Helped grow the client base from 6 to around 600 during the company's scale-up, supporting structured onboarding and go-lives.
- Worked in the mobile department on B2B and B2C apps for hotels and their guests, supporting feature definition, specifications, and use-case documentation.
- Performed SQL business analysis for operational reporting, built product templates in HTML / CSS / JSON, and ran API testing in Postman.
- Managed integrations with partners, coordinating technical and commercial requirements through to delivery.
- Prepared and scoped development work, translating requirements into clear specifications for engineers to build against.

Tier 2 and 3 Support Technician, Newhotel Software February 2016 to January 2018

Lisbon, Portugal

- Performed software implementations, deploying and configuring proprietary hospitality systems for client sites.
- Administered Oracle databases and delivered end-user training, building deep hospitality-domain knowledge.

SKILLS

Product: Product Strategy and Vision, Product Roadmapping, Go-to-Market Execution, Product-Market Fit, Feature Prioritization, Product Lifecycle Management, Backlog Management, Release Management

Discovery and Data: Customer Discovery, UX Research, Market and Competitive Analysis, Data-Driven Decision Making, KPIs and Success Metrics, SQL and Business Analysis

Leadership and Collaboration: Cross-functional Leadership, Stakeholder Management, Agile and Scrum (CSPO Certified)

AI and Tools: AI-Assisted Product Development, Kiro, Figma, Grafana, API Testing (Postman), HTML / CSS / JSON

Domain: B2B SaaS, B2B and B2C Mobile Applications

CERTIFICATIONS

- Certified Scrum Product Owner (CSPO)
- Product Roadmapping Micro-Certification (PRC)
- Foundations of Project Management (Google)

LANGUAGES

- Portuguese: Native
- English: Full Professional Proficiency
- Spanish: Professional Working Proficiency