



João Farinha

Technology & Digital Project Manager · BUSINESS x TECHNOLOGY
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I'm João. My background brings together management, operations and technology development. I enjoy understanding how a business works — and building what can make it work better. Since September 2026, I have been a Technology and Digital Project Manager at Startup Madeira. Previously, I worked at Oktogon Labs on digital operations, internal tools and AI products.

My background



Startup Madeira

Sep 2026 — Present

Technology & Digital Project Manager Current

Technology and digital project management, connecting business, innovation and implementation.



Oktogon Labs

Jan — Aug 2026

AI Product Builder

Built internal tools, go-to-market automations and AI product prototypes. Supported consulting and implementation projects for clients.



Oktogon Labs

Sep — Dec 2025

Digital Operations Engineer (Junior)

Improved sales, marketing and product operations through internal tools, workflow automation and data analysis.



Surf Clube da Madeira

Since 2023

Product Manager · Digital transformation

Developed the website, a custom ERP/CRM and AI for WhatsApp sales. The AI completed autonomous sales on its first day in production. Managed projects, partnerships and European funding applications.

Education



MSc Business Sciences

ISEG · 2023 — 2025



BSc Sports Management

ESDRM · 2018 — 2021

Skills & tools

AI workflows · Claude Code · Codex · Cursor · Gemini · Replit · AppSheet · Looker Studio · Google Sheets · Excel · WordPress · GTM · ERP/CRM
Portuguese native · English fluent · Spanish basic

Certifications

Google Digital Marketing & E-commerce · Coursera · 2023
Technical Director · IPDJ · 2021
Lezíria Startup Winner · Innovation in Sports · 2021

Earlier experience

	Self-employed Surf Instructor Taught surf at schools in Madeira to students from around the world. Built experience in communication, operational responsibility and customer relationships.	Jul 2013 — Jan 2023
	ASRAM Management Trainee Surf Association of the Autonomous Region of Madeira. Built and managed the WordPress website, digital communications, administration and events.	Nov 2021 — Oct 2022
	Portuguese Olympic Committee Intern · Studies & Projects Developed a strategic plan proposal for the Olympic Education Programme and a sponsorship proposal for the Sports Science Awards.	Feb — Jun 2021
	Regional Directorate for Sport Intern · Sports Facilities Management Supported public sports facility management and learned procedures for bookings, fees and funding applications.	Jul — Aug 2020
	CS Marítimo Intern · Amateur Sports Management Voluntary internship supporting and monitoring sports management activities.	Jul — Aug 2019