

João Fernandes

Senior Product Manager · 0-to-1 Products · AI-Native Builder

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Product manager with 8 years across travel, insurance and legal tech, specialised in taking products from first hypothesis to live product. At Lufthansa Innovation Hub I have led five new products: validating the problem, shipping the MVP, owning the numbers, then scaling, handing over or shutting down on evidence.

Hands-on AI builder and co-lead of the Hub's AI Practice. I currently lead product and AI implementation for a Lufthansa Group platform handling 4,000+ requests a month.

SCALE 200K+ users, #5 iOS App Store <i>Uptrip</i>	AI AT SCALE 4,000+ requests / month, AI lead <i>Spokes</i>	SPEED TO REVENUE 4 months idea to 60% trial-to-paid <i>cabinblu</i>	REPEATABILITY 5 products led from 0 to 1 <i>Lufthansa Innovation Hub</i>
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EXPERIENCE

Lufthansa Innovation Hub · Berlin

Sep 2022 – Present

Venture Development Manager · AI Practice Co-Lead

Lufthansa Group's in-house startup studio. I lead new products from initial hypothesis through validation and MVP to handover into a Group business unit, managing multidisciplinary teams by influence rather than direct reports.

Spokes · Product Lead · current

- Lead product for Lufthansa Group's platform for managing passenger accessibility (special assistance) requests, handling **4,000+ requests per month**.
- Own the automation roadmap, targeting **80% of requests fully automated**; manage day-to-day relationships with airline customer-service teams.
- Responsible for bringing AI into the platform: rapid prototyping of AI features, running evals to measure output quality, and overseeing security testing.

cabinblu · Product Lead · cabinblu.com

- Took a flight-anxiety app from idea to the App Store in **under 4 months** using no-code tools.
- Reached **4,000 downloads** in the first 3 months with **60% trial-to-paid** conversion.
- Owned strategy, product, P&L, customer support and partnerships; now in discussions for internal handover.

Uptrip · Go-to-market and post-launch · uptrip.app

- Owned go-to-market and post-launch strategy for a Web3 loyalty app that used gamification to drive incremental revenue.
- Reached **#5 on the iOS App Store** and **200,000+ users** by the time I moved on; the product was later handed over to Miles & More, Lufthansa Group's frequent flyer programme.

Offer Innovation Platform · Product Lead

- Led a multi-airline platform across Lufthansa, SWISS, Austrian and Brussels Airlines with three products, including flight passes for frequent travellers and students.
- Managed a team of **3 developers** and aligned **30+ stakeholders** from different business units through design and build.
- Deprioritised shortly before launch due to Group budget constraints.

Jeeves · Product Lead

- Led a team of 4 on an agentic AI product giving travel companies a single technical connection to the main apps in the travel industry.
- Ran the technical exploration and built the MVP; the product was discontinued due to a lack of internal alignment and interest.

AI Practice · Co-Lead

- Experiment with and roll out new AI tools and processes across the Hub to improve efficiency and throughput.
- Lead the Hub-wide AI use-case mapping: interviewing teams across new business, tech and marketing, then categorising and reviewing use cases with team leads.

The Caravel

2022

Founder · Legal tech

- Built a legal-tech product from scratch (customer research, product, go-to-market); shut it down after proving operations would not be feasible at scale.

Fidelidade

2018 – 2021

Business Developer & Agile Facilitator · Portugal's largest insurer

- Launched a new digital bancassurance sales channel with **3 products** at launch.
- Led the health insurance retention strategy.
- Facilitated a cross-functional agile transformation across **6 teams and 50+ people**.

Glintt · Business Analyst

2018

Process consulting in healthcare IT.

SystemsGroup Junior Enterprise · CEO

2016 – 2017

Led 5 departments and 20+ people, with full P&L and client responsibility.

SPEAKING

Venture Café Berlin × CIC Berlin

Nov 2025

How to Launch New Products in Weeks: lean validation and low-code MVPs, using cabinblu.

GAIN Innovation Soundbites

Sep 2023

Video interview on improving travel loyalty engagement with Uptrip ([available on YouTube](#)).

Phocuswright Europe 2023

Jun 2023

Presented Uptrip on the Launch stage ([available on YouTube](#)).

Studio interview with PhocusWire ([available on YouTube](#)).

SIDE PROJECTS

Small products I build end to end to stay hands-on. More at [joao.pm](#).

- **LiftLog**: AI-coached strength training iOS app (SwiftUI, Supabase, Claude API), built with Claude Code.
- **FollowThru**: web app built in Lovable, live at [followthru.joao.pm](#).

EDUCATION

MBA in Business Innovation (part-time) · ESMT Berlin

2021 – 2023

BSc + MSc, Industrial Engineering and Management · Técnico Lisboa (IST)

2011 – 2017

SKILLS

Product: 0-to-1 product building, discovery, roadmap, P&L, GTM, alignment without authority

AI & build: LLMs, agentic workflows, evals, automation; Claude Code, Lovable, FlutterFlow, n8n

Languages: Portuguese (native), English (fluent)