João Melo

Technical Product Owner · Aptoide

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SUMMARY

Technical Product Owner since 2021, currently leading **Aptoide Connect**, Aptoide's global B2B developer platform. Scaled the platform from a side project into a global ecosystem serving **100k+ developers** and supporting app distribution across partner stores with a combined audience of **50M+ monthly active users (MAU)**.

Experienced in platform architecture and **connecting technical decisions with product strategy and measurable business impact**. A pragmatic, hands-on leader who aligns multicultural, multidisciplinary teams across functions and seniority levels. Combines rapid MVP development and AI-driven workflows to streamline developer onboarding and support, balancing speed of execution with strong technical foundations.

EXPERIENCE

Technical Product Owner · Aptoide NOW

May 2021 — Present

Lisbon, Portugal

- **Platform Product Leadership:** Own the product strategy, roadmap and delivery for Aptoide Connect, aligning developer needs, partner requirements and engineering priorities across a global B2B distribution platform. Use platform analytics to monitor usage and end-to-end service flows, identify improvement opportunities and uncover potential business growth areas.
- **Technical Direction & Architecture:** Drive the technical direction of Aptoide Connect, shaping technology stack decisions and service architecture. Work closely with engineering teams on service monitoring, performance, reliability and ongoing technical improvements.
- **Pricing Product (B2B & B2C):** Lead the product direction of the company's pricing service, enabling developers to configure and manage prices while powering price presentation to end users at the point of purchase.
- **AI-First Strategy & Automation:** Lead initiatives that apply Aptoide's AI-first approach, expanding AI-powered automation across internal workflows and developing AI-driven tools for developers, including agents and MCP integrations.
- **Industry Representation & Partnerships:** Represent Aptoide and Aptoide Connect at international industry events, engaging with developers and distribution partners, presenting the platform and bringing market feedback into product decisions.

EXPERIENCE / continued

Software Engineer · Aptoide
Sep 2018 — May 2021

Lisbon, Portugal

- Built full-stack features for Aptoide Connect, contributing to Angular web applications and Express.js backend services.
- Developed and optimised backend services and data components using Node.js, PHP, PostgreSQL and Redis.

Software Engineer · INCA Digital
Feb 2016 — Sep 2018

Cambridge, UK

- Developed full-stack features for Inca Connect, building Angular applications and REST APIs with ASP.NET Core, alongside WPF/.NET desktop applications.

Software Engineer · ARKCLS
Oct 2012 — Feb 2016

Bedford, UK

- Developed web and cross-platform desktop applications for geoscience data analysis and interpretation.

EDUCATION

MSc in Information and Telecommunications Technologies
2011 — 2012

Technical University of Cartagena, Spain

Final grade: **9/10**. Master's thesis (**10/10**): Developed Linux applications in C++ and Java for autonomous mobile robot navigation.

Erasmus Exchange · Electrical and Computer Engineering
2010 — 2011

Tampere University of Technology, Finland

Completed coursework in object-oriented programming, signal processing, control systems and telecommunications.

Bachelor's Degree in Electrical and Computer Engineering
2006 — 2010

Universidade Nova de Lisboa, Portugal

Completed the first cycle of the Integrated Master's programme with a final grade of **14/20**.

LANGUAGES

Portuguese (Native) · English (Fluent) · Spanish (Fluent)