

João Castro

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SUMMARY

- Objective: Management of product development projects and innovation strategies for consumer solutions and services.
- 10+ years of experience in practice and research of New Product Development in consumer projects from concept design to modeling, prototyping and deployment for millions of users.
- Leadership and management experience in projects (from a small team of five to sixty geographically dispersed teams and up to \$40million in budget).

EDUCATION

Stanford University, Center for Design Research, Stanford, USA

Oct. 2010 – Feb. 2011

Post Doctoral Fellow

- Setup of academic research project on analysis of Design Behaviors, based on the findings from the Ph.D.

Ph.D. in Engineering Systems, Massachusetts Institute of Technology, USA

Aug. 2010

Research topic: Management and Coordination of large teams in Complex New Product Development.

- Focused on how project participants are able to determine coordination targets in teams and product architectures.
- Collected data from 25 product development organizations in different industries. Decomposed products into their detailed structure through time and analyzed effort focus throughout project. Developed new analysis methods to track project progress.
- Extensive review of literature and case studies on management of new technology product development, product design, innovation strategy and user experience.
- Three forthcoming academic papers documenting study and results.
- GPA 4.9/5.0

M.Sc. Engineering Design, ABD, Technical University of Lisbon, Portugal

June 2005

- Developed a novel concept for a personal mobile media device, including industrial design, human-machine interaction and inter-device communication platform.
- Top student in coursework.

B.Sc. Electrical Engineering and Computer Science, University of Porto, Portugal

June 2000

- 5-year undergraduate degree with specialization in Telecommunications, Electronics and Computers.
- Designed and programmed, as senior project, a web-based service to facilitate urban mobility using bus services.
- Ranked in top 10% of graduating class.

PROFESSIONAL EXPERIENCE

Sumol+Compal, Carnaxide, Portugal

Mar. 2011 – present

Director of Innovation and Disruptive Innovation

- Responsible for new business models with new product development. Expanded the portfolio of products to serve new consumer needs. Enabled the company with new business processes, focused on establishing direct-to-consumer relationships. Created brands and communication strategies.
- Responsible for the promotion of Innovation Culture to the entire company workforce, enabling creative thinking and problem solving. Set up a dedicated space with tools for collaborative exploration. Organized events with invited speakers. Organized workshops on creativity, design thinking, business model generation, prototyping tools and other methods.
- Promoter of internal entrepreneurship program and relationship gateway with the startup eco-system, enabling internal new business ideas and close contact with new ventures in the food and beverage space.

Portuguese Government Information Society Task Force, Lisbon, Portugal

Mar. 2003 – Aug. 2005

Project Manager

- Responsible for the \$40m initiative Virtual Campus to deploy wireless networks in all Portuguese universities.
- Project featured in “The Economist” special issue on best practices in using European Union funds.
- Led and supervised 63 teams in assessing requirements, acquisition and deployment of networking and online services technology.
- Negotiated aggregate discounts of 60% average price reduction. Over 5,000 Access points installed. Promoted a federated authentication system for entire country, constituting one of the world’s largest “hotspots”.
- Moderated meetings focused on selecting standards for online content management systems for academic institutions.

Lead Technology Advisor in projects such as:

- Electronic Voting pilot program – reviewed technical models for privacy, transparency and auditing
- National Broadband Initiative – contributed to strategy documentation through technology reviews and roadmaps
- Digital Cities and Regions – evaluated project proposals to implement online local public services
- Government Security Program – representative of the Portuguese Government in protocol with Microsoft.

Metro do Porto, Porto, Portugal

Feb. 2002 – May 2003

Consultant

- Designed the main concept and technology requirements of the Contactless Ticket Access System to the parking lot of the “Dragão” soccer stadium compatible with the light rail ticketing system.

Project Engineer

- Designed and implemented a technological platform to integrate Contactless Ticketing Systems into the new metropolitan public transportation system.
- Oversaw ergonomics and usability testing. Generated recommendations for improvements.
- Successfully deployed in 10 months the world’s first large-scale fully contactless ticketing system with 70 stations and over 5 million passengers/month.

Cisco Systems, San Jose, CA

Feb. 2001 – Nov. 2001

Special Program Intern

- Internship sponsored by the Portuguese Economics Ministry and the Fulbright Commission. Worked in the IOS Security group as regression test engineer.
- Developed the group's internal website. Designed and programmed web-based tools for clients to configure home VPN connections.

Sonae.com, Matosinhos, Portugal

Oct. 2000 – Jan. 2001

Technical lead

- Oversaw the technology selection at the Internet ventures branch of the largest Portuguese private company, Sonae.
- Evaluated technology providers and managed the implementation and deployment of the travel and e-commerce website www.exit.pt.

CNL, Lisbon, Portugal

July 1999 – Sep. 1999

Intern webmaster

- Pitched to top management and gained approval to develop the first website designed for broadband in Portugal for the “Canal de Notícias de Lisboa” news television channel, now “SIC Notícias”.

LEADERSHIP

PAPS – Portuguese American Post-graduate Society, Cambridge, MA

Apr. 2007 – May 2008

President

- Led a team of 12 volunteer officers in the student society representing over 400 top Portuguese graduate students in universities in the United States.
- Organized conference which included as speakers, among others, the Minister of Finance of the Portuguese Government and CEOs of EDP and PT, two of the largest Portuguese companies.
- Secured coverage on main television news program in Portugal and print media.
- Raised over \$80K USD in sponsorship.

TEACHING

Universidade Católica do Porto, Porto, Portugal

Spring 2011, ongoing

Lecturer

- Responsible for 40hr class on “Management of Innovation and Entrepreneurship” in the MBA program, 2011
- Recurring annual invited speaker on Innovation

Católica Business Schools Alliance, Luanda, Angola

February 2014

Lecturer

- Responsible for 20hr class on “Entrepreneurship and New Growth Opportunities” in the MBA program for Sonangol

Massachusetts Institute of Technology, Cambridge, MA

Sept. 2007 – May 2009

Teaching Assistant

- Supported the “Social Science Research Methods” and “Engineering Systems Research Methods” classes for 3 semesters.
- Lectured on “Graphical representation of data”. Graded assignments and consulted with students.

SKILLS

Computer: Windows, Mac OS and Linux. Major applications for each platform.

Programming: Python, Matlab, C, PHP, VB

Other: HTML, SQL

Languages:

Portuguese	– native language
English	– completely fluent
French	– basic
Spanish	– basic

Last updated: February 2015