

VINICIUS HORTA

TECHNOLOGY & PRODUCT LEADER

Product · Engineering · Technology Management

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PROFILE

Technology and Product professional with 15+ years of experience in software and digital products. Started my career as a Software Engineer and evolved into Engineering Management, Product Management and technical leadership roles.

Experienced in leading teams, building digital products and connecting business needs with technology. I combine product and management experience with a hands-on technical background in software development, architecture, cloud and delivery.

CORE EXPERTISE

Leadership: Team Leadership · Engineering Management · Hiring & Mentoring · Cross-functional Teams · Agile & Lean

Product: Product Strategy · Discovery · OKRs · Product Delivery · 0-to-1 Products

Technology: Software Engineering · Architecture · APIs & Integrations · AWS · DevOps · CI/CD · Node.js · React

PROFESSIONAL EXPERIENCE

Lead Product & Technology / Founder | S2therapy

Porto, Portugal · May 2025 - Present

- Lead product and technology for a two-sided healthcare marketplace, from product decisions and architecture to development and operations.
- Evolved an acquired codebase into a tailored platform using React, Node.js, GraphQL, MySQL and AWS.
- Built and managed cloud infrastructure, integrations, payments, search, notifications and CI/CD.
- Launched the product and reached 69 registered users and 36 listed spaces in the first two months, followed by the first completed bookings.

Technical Program Manager / Platform Engineer | Wellhub (formerly Gympass)

Remote, Portugal · Aug 2021 - Jun 2025

- Led the migration of Wellhub clients from the legacy core platform to the new core, creating workflows and automations to validate clients before migration.
- Built platforms and automations with Node.js and Google Apps Script for migration, localization, notifications and reporting, integrating APIs, Jira, Lokalise, Google Workspace and Twilio.
- These validation workflows supported the migration of 5,000+ companies and around 4 million users.
- Worked with engineering teams on APIs, architecture and platform evolution.

Head of Product | Lett Digital

Brazil / Remote · Jul 2020 - Aug 2021

- Built the product function and structured four product squads.
- Hired and managed two Product Managers and two Product Designers.
- Led product strategy, OKRs, discovery and delivery priorities in collaboration with engineering and design.

PROFESSIONAL EXPERIENCE

TAKE BLIP

Belo Horizonte, Brazil · Jun 2011 - Jun 2020

Product Manager & Engineering Team Manager · Dec 2015 - Jun 2020

Agile Manager & Engineering Team Manager · Sep 2013 - Mar 2017

Software Engineer · Jun 2011 - Oct 2013

Held concurrent product and engineering management responsibilities during part of this period.

- Led the product and team that transformed BLiP from an internal tool into a complete platform for the market, launching it in less than 18 months.
- Owned product definition, the roadmap and tactical planning, and restructured the team with key hires to deliver the launch.
- Led the early transformation of the product that later became central to the business and gave the company its current name, Blip.
- Managed engineering teams, supported career development and improved delivery practices through Agile and Lean.
- Built the first version of BLiP Chat and designed the initial Plugin Framework, which later evolved into the BLiP Store ecosystem.
- Led technical research for the transition from a monolithic frontend to a microfrontend architecture, supporting more autonomous engineering squads.

Systems Analyst / Full-Stack Developer | ControlCorp Gestão e Tecnologia

Belo Horizonte, Brazil · Sep 2007 - Jul 2011

- Developed and maintained a strategic management platform, working across software development, deployments and client implementations.
- Built BI data models and OLAP structures for business indicators and helped introduce Scrum practices to the team.

Infrastructure Intern | GSM Sistemas

Belo Horizonte, Brazil · Sep 2006 - Oct 2007

- Provided infrastructure and technical support to internal users while completing university studies.

EDUCATION & TRAINING

Bachelor of Computer Science

Universidade FUMEC | 2004 - 2010

Product Management Program

PM3 | 2019 - 2020

Semi-Intensive English Program

ELS Houston | 2019

Product Innovation for Product Managers; Learning React.js

LinkedIn Learning | 2021

Programming in HTML5 with JavaScript and CSS3

Microsoft Brazil | 2012 - 2013

LANGUAGES

Portuguese - Native · English - Professional working proficiency · Spanish - Basic