



Paulo de Sá

DIRECTOR OF STRATEGY &
OPERATIONS

Details

Cascais, Lisbon
Portugal
+351 926 133 076
business@paulosa.pt

NATIONALITY

Portuguese

DRIVING LICENSE

B/B1 + A1/ A2/A

DATE / PLACE OF BIRTH

June 16th, 1992
Porto, Portugal

Links

[Personal Website](#)
[LinkedIn Profile](#)

Skills

Leadership & Team Management

Executive Operations

Digital Strategy & Growth

Product Monetization & CRO

Data-Driven Decision Making

Languages

Portuguese

English

Spanish

Profile

With over a decade of experience bridging digital strategy, product leadership, and performance execution, I help businesses build scalable digital ecosystems that don't just perform, but endure.

What I Deliver:

- **Strategic & Operational Leadership** — Driving alignment, execution, and measurable business impact.
- **Product & Platform Growth** — Leading user-centric roadmaps, pricing models, and monetization strategies.
- **Full-Funnel Optimization** — From acquisition to retention, I execute data-driven CRO, ASO, and growth strategies.
- **UX & Digital Experience Design** — Building seamless, high-converting journeys that deepen engagement.

My Philosophy:

Great digital products are built on clarity, consistency, and connection — not guesswork. I bring business goals, user needs, and operational reality into alignment, with a bias toward action and long-term value.

Employment History

Director of B2C Strategy & Operations, AirNav Systems, Lisbon

MARCH 2025 — PRESENT

Steering B2C's strategic vision, growth, and operations of AirNav's apps and products, leading product direction, revenue optimization, and user engagement across web and mobile platforms. Focused on data-driven decision-making to enhance product performance, market positioning, and customer value.

Overseeing cross-functional teams to refine product strategy, streamline operations, and maximize conversion rates, ensuring sustainable growth and long-term impact in the aviation technology sector.

Digital Product Manager, KOBU Agency, Faro

FEBRUARY 2024 — FEBRUARY 2025

Delivering creative digital projects together with multidisciplinary teams, overseeing project planning, budget, execution and delivery of high-quality digital products.

Committed to steering the development and management of groundbreaking digital products, optimizing user experience through data-driven insights, and leading cross-functional teams to achieve market-leading innovation and growth.

Team Leader, Algardata S.A., Loulé

JUNE 2021 — FEBRUARY 2024

Assuring effective and smooth operations of the web development team, project management, problem solving, optimizing solutions, staying up-to-date with industry developments and implementing new technology on the workflow.

Web Developer, Algardata S.A., Loulé

MARCH 2018 — FEBRUARY 2024

Delivering quality websites and web apps for businesses and organizations, mostly powered on Wordpress, Joomla, HubSpot, Shopify and more, with great focus on scalability, user experience, content management ease, responsiveness and accessibility. Also built several plug-ins and tools for Adobe XD, Wordpress and Google Chrome.

Teacher, ETIC_Algarve, Faro

JANUARY 2022 – SEPTEMBER 2022

Training future web developers on effective ways to develop in a work team and real life situations, methodologies, good practices and task management skills.

Sales & Communication Manager, Bloss Investments Algarve, Quarteira

AUGUST 2016 – MARCH 2018

Managed a team of commercial agents and built communication strategies aiming for success and sales. Also responsible for graphic and web design products, , as well as technology consultation.

Web Designer, Arkbloss, Arquitectura e Design, Quarteira

AUGUST 2014 – JULY 2016

Design communication assets, supporting the company's marketing strategy, designing websites and portfolios for different projects, rebranding the group's brands. Also responsible for management of the company's IT.

Communication Designer, Acerto Digital - Print Center, Faro

FEBRUARY 2014 – JUNE 2014

Curricular internship through the college's program. Responsible mainly for the graphic design products for direct clients of the company. Also gathered some experience in printing and related procedures, helping in the more technical and industrial aspects of printing final products.

Education

Bachelor's Degree in Design of Communication, Universidade do Algarve

JANUARY 2010 – JANUARY 2014

Associate's Degree in Web Development, ETIC_Algarve

JANUARY 2017 – JANUARY 2018