



José Mota

Leadership Coach / Product Manager / Trainer

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Professional Profile

Certified Executive Specialist Coach, Professional Scrum Product Owner II, Professional Scrum Master with 15 years of experience in the software industry. Member of the International Coaching Federation. My mission is to serve individuals, teams and organizations and support their growth in the digital era through leadership, training, mentoring and coaching.

Professional Experience

Self-employed

Product & Leadership Coach — 2022–Today

- Ethical coaching, training and mentoring. Specializing in knowledge teams or businesses who ideate, build, maintain and/or operate digital products who seek to serve their customers more effectively and more efficiently.

EDIT — Disruptive Digital Education

Trainer — 2022

- Trained a class of 10 people. Curriculum development in product management in an iterative and incremental environment. Adopted an active style of training where students explore their own ideas, develop them in the context of the whole training curriculum, and ask meaningful, practical questions.

Devoteam Portugal

Product Lead Manager, Change Manager — 2021–Today

- Led product teams to serve their clients' customers.
- Managed customers and stakeholders, outcome-based roadmaps and product backlogs, eliciting requirements from subject matter experts and customers through discovery and experimentation, implementing Scrum, and ensuring a product vision with all parties is shared.

Scrum Master, Agile Consultant — 2022

- Observed a remote Scrum team's practices and interactions around agile principles and values, and their implementation of Scrum, on a high risk financial product. Performed an assessment of their current position. Provided a transformation plan that would include both the team and the organization towards higher quality of change response, more efficiency and better response to risk.

Software Engineer, Technical Advisor, Trainer, 2016–Today

- Founded «Project: BOLD University», an effort to bridge the gap between academia and industry. Engaged in meaningful conversations with top universities in Portugal, so as to create opportunities for synergies between them and the company, with special attention to students and their expectations towards the workplace.
- “Best Trainer in North Portugal” award.

Underwriters Laboratories

Product Manager, User Experience Designer, Software Engineer — 2016–2021

- Managed a project for an internal design system. Planned, executed and monitored several aspects of that activity: stakeholders, schedule, delivery, scope, procurement, communications. Implemented the design system's technical libraries. Proposed and implemented Scrum in the team, which increased team throughput and stakeholder involvement by 100%. Led a team of 5, participated in the product development committee, designed and implemented a full platform rework of GoodGuide.com. Improved application performance by 70%.
- Led a team of 5 and implemented a distributed business intelligence web application for the company.
- Ran seminars in some of these universities regarding miscellaneous topics of software development, interpersonal and communication skills, and personal development.
- Trained fellow colleagues in specific topics of software development.

Envato (Tuts+)

Educator and Video Content Creator — 2012–2016

- Curriculum development of 50+ video educational courses, over 100+ hours, in Ruby, JavaScript and other topics in software development, for all levels of difficulty, from various study perspectives. Produced, recorded, and edited.
- Explored libraries through examples and practical applications were the keystone of my approach.

Education

Center for Coaching Certification

Certified Executive Specialist Coach — 2023

Certified Master Coach — 2023

Certified Professional Coach — 2022

Scrum.org

Professional Scrum Product Owner II, 2022

Professional Scrum Product Owner, 2020

Professional Scrum Master, 2020

International Institute of Business Analysis

Entry Certification in Business Analysis (ECBA), 2021

Twofold — Design Studio & Formação Unipessoal

Certified trainer by IIEFP, I.P., #F668590/2018

Interaction Design Foundation

User Experience: The Beginner's Guide, 2019

Design Thinking: The Beginner's Guide, 2019

Become a UX Designer from Scratch, 2019

Instituto Superior de Engenharia do Porto

Degree in Computer Science Engineering — 2004–2009

Skills

Coaching / Product Management / Project Management / Leadership / Training / Instructional Design / Agile / Scrum / Kanban / Jira / Miro

Languages

Native: Portuguese / English

Elementary: Spanish