John **Silva**

Product · Operations · AI / Agentic Engineering

+55(11) 9 7764 6565 | business@johnsilva.me | johnsilva.me | johnsilvabr

Summary

Product and operations leader who **drives growth, ships production software, and automates workflows**. At 3Commas, led onboarding improvements as **product activation more than tripled to 61%** week over week, with **nearly 7 times as many new users** reaching that milestone.

At Bitso, **led Prime Broker product work** and launched it with Sales and Account Management. Revenue grew **12x in its first three months**; the product processed **US$850M+ in monthly executed OTC volume** for **150+ active institutional and market-maker clients per month**.

Previously reduced monthly churn by **19.83% in 30 days at BotConversa**, a SaaS business with **R$55M ARR during my tenure**; increased Market Intelligence output by **187% in two months with R$1.7M in annual savings at TC**; and **helped build PicPay Invest**, leading product and migration work for **R$20B in fixed-income custody with Treasury**.

Experience

3Commas | QuantPilot

Senior Product Manager — *Jul 2026 – Present*

AI-powered trading platform spanning idea generation, strategy validation, and automated live deployment on Hyperliquid.

- Led first-use product improvements as product activation, measured by reaching strategy-test results, **more than tripled to 61%** week over week, with **nearly 7 times as many new users** reaching that milestone.
- **Personally designed and shipped production software** across the interface and AI backend, restoring chart access and introducing safeguards that preserve trading-strategy and test-result integrity.
- **Built an automated deep-research and bug-triage system** that investigates user journeys through Computer Use, LangSmith, and Jira. Translates findings into reproducible internal evaluation tests and weekly stakeholder reports; engineering used its evidence to resolve AI-agent failures and uncover backend inconsistencies.
- **Led product definition and launch of the revamped strategy-creation experience**, giving users curated trading ideas and browsable templates as concrete starting points, in collaboration with design and engineering.

Bitso - Crypto Exchange

São Paulo & Mexico City (Remote)

Product Manager | PRO Products — *Aug 2024 – Jul 2026*

- Led product work and partnered with Sales and Account Management to launch and operate **Bitso Prime Broker (24/7 self-service OTC RFQ)**. Product revenue grew **12x in its first three months**; Prime Broker processed **US$850M+ in executed OTC volume per month** for **150+ active institutional and market-maker clients per month** across Latin America.
- Shortened the **funding-to-withdrawal journey from roughly six minutes to a few seconds**, covering funding, quotes, execution, wallet transfers, and withdrawal availability.
- Worked on **Smart Order Routing (SOR)** across liquidity providers and global exchanges to improve price quality, depth, and execution reliability.
- Co-designed a **systematic, back-testable framework for retail token listings**, bringing testable criteria and auditability to revenue-focused listing decisions.
- Led product initiatives for **Margin Trading & Lending**, including cross-margin pilots for Retail and Institutional customers, and built 24/7 cross-functional runbooks.

BotConversa

São Paulo, Brazil

Director of Operations & Marketing — *Feb 2024 – Dec 2024*

- **Reduced monthly churn by 19.83% in the first 30 days** by implementing retention strategies and marketing automation.
- Identified a **customer segment generating 129% more revenue** than average through in-depth data analysis and implementation of critical KPI dashboards.
- Led **strategic expansion into Latin America**, adapting product and sales strategies for local markets.
- **Conceived and launched B2B Marketplace**, creating a new revenue stream by connecting freelancers to clients.
- Led the **launch of BlinkChat**, a new product for Instagram using the Official API, generating R$600,000 in revenue in the first 2 hours.
- Implemented company-wide OKRs and agile methodologies, improving strategic alignment and operational efficiency across the company.
- Established the Product area, recruiting a Head of Products and implementing governance to accelerate innovation cycles.
- Created the Operations area, developing a unifying interface between CX, Sales, Marketing, and Technology, building internal control dashboards and sustaining operations through strategic integrations.

TC - Traders Club *São Paulo, Brazil*

Senior Operations Manager *Jul 2023 – Jun 2024*

- Transformed the Market Intelligence Business Unit, **increasing production by 187% in two months and generating operational savings of R$1.7M per year**.
- Built TC News, an online radio service for investors in Brazil.
- Rebuilt the architecture of the FLJournal portal, focusing on SEO and effective content tracking.
- Implemented **advanced tracking systems and dashboards with Amplitude and Metabase**.
- Redefined corporate governance with **automated systems in Jira Service Desk**.
- **Led SENCON's Product and Marketing team**, driving innovation and efficiency in product development and strategic campaigns.
- Managed the strategic partnership between SENCON and CEDRO, implementing an API for service integration and expanding reach and offerings.

PicPay *São Paulo, Brazil*

Product Manager *Sep 2021 – Aug 2023*

- **Pioneered the Products area**, leading the creation and management of all existing products in the Investment business unit.
- **Helped build DTVM PicPay Invest from the ground up** (securities brokerage), from product strategy to operational execution.
- **Led product and asset-migration work for Banco Original's R$20B fixed-income custody with Treasury**, maintaining customer continuity across backend and frontend workflows.
- **Launched PicPay Invest's Investment Catalog**, introducing Fixed Income as its first brokerage product and expanding the investment offering.
- **Coordinated delivery across dozens of developers and multidisciplinary squads**, aligning Legal, Marketing, Data, and Operations to launch investment products.
- Implemented **integrations with order management, risk, and market position services** (SolutionTech, BankPro), strengthening the platform's technological infrastructure.
- **Conducted technological governance processes** involving Compliance and Legal, coordinating compliance and operational requirements involving SISBAJUD and Sinacor.
- **Developed robust internal management infrastructure**, including the creation of an intranet and monitoring and permission dashboards, strengthening operational efficiency and regulatory compliance.
- **Established strategic partnerships** with exchanges, offshore intermediaries, and market data providers such as Refinitiv and Morningstar, expanding the scope and competitiveness of PicPay's investment services.

Adversity *São Paulo, Brazil*

Founder | Chief Media Buyer *May 2020 – Jul 2023*

- **Managed more than R$67M in performance marketing across 11 B2C companies**, developing conversion strategies and funnel design across multiple sectors.

Publications

Complex Systems of Evolutionary Dynamics Applied to Game Theory Jan. 2019 – Oct. 2019
Researcher and Author

Evolutionary Dynamics in Fixed Adaptability Landscapes Jan. 2018 – Nov. 2018
Researcher and Author

Core Skills

- Product strategy, growth, UX & discovery
- AI / Agentic Engineering, automation & evaluation systems
- Exchange infrastructure, OTC/RFQ systems
- Smart Order Routing (SOR)
- Margin trading (cross-margin, collateral, liquidation)
- Listings frameworks & governance (KYB/AML)
- Product analytics, experimentation & process redesign
- Stakeholder management & cross-functional runbooks

Tools

- Looker · Amplitude · Datadog · Metabase · Jira · Python · MQL5 · LangSmith · n8n · Cursor · OpenAI Codex · Claude Code

Languages

English
Fluent/Native

Spanish
Advanced

Portuguese
Fluent/Native