

John Silva

PRODUCT · OPERATIONS · MARKETING

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

Summary

Crypto/fintech Product Manager who ships systems that grow revenue, liquidity, and customer experience.

At Bitso, **built Bitso Prime Broker (a self-service 24/7 OTC RFQ)**, delivering 12× revenue in 3 months and US\$850M+/month volume with 150+ institutional & market-maker clients; reduced time to fund, trade, and settle from six minutes to under one second; **implemented Smart Order Routing (SOR) across liquidity providers and global exchanges**; and **now pilots cross-margin for Retail and Institutional** while building a lending product that powers a two-sided margin flywheel.

Previously delivered a **19.83% churn reduction in 30 days on a R\$55M ARR SaaS (BotConversa)**, lifted production **187% with R\$1.7M in annual savings by automating operations (TC)**, and **built PicPay Investimentos (Exchange/DTVM)** from the ground up while migrating Banco Original's R\$20B custody to PicPay at scale. Rapid prototyper using Cursor, OpenAI Codex, Claude Code, and n8n; data-driven with Looker, Amplitude, and Datadog.

Experience

Bitso - Crypto Exchange

São Paulo & Mexico City (Remote)

PRODUCT MANAGER

Nov 2024 – Present

- Launched **Bitso Prime Broker (self-service 24/7 OTC RFQ)**; **12× revenue in 3 months**; now **US\$850M+/month** across Mexico, Brazil, Argentina, and Colombia with **150+ institutional & market-maker clients**.
- Cut the end-to-end cycle to fund, trade, and settle from ~6 minutes to < 1 second; reduced request-to-execution time by ~90% through full OTC automation.
- Worked with **Smart Order Routing (SOR)** across liquidity providers and global exchanges to route orders to the best books, improving price quality, fill rates, and depth.
- Co-designed a **systematic, back-testable retail listings framework** to boost revenue in listing bets and make outcomes more predictable and the process auditable.
- Leading **Margin Trading & Lending**: Piloting cross-margin for Retail and Institutional customers, and building a lending product that supplies borrowable assets to create a two-sided leverage flywheel.

BotConversa

São Paulo, Brazil

CHIEF OPERATING OFFICER & CHIEF MARKETING OFFICER

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

- Revolutionized the Market Intelligence Business Unit, **increasing production by 187% in two months and generating operational savings of R\$1.5M per year**.
- Established TC News as the leading online radio 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

PRODUCT MANAGER

São Paulo, Brazil

Oct 2021 – Jul 2023

- **Pioneered the Products area**, leading the creation and management of all existing products in the Investment business unit.
- **Led the creation and establishment of DTVM PicPay Invest** (Securities and Exchange Distributor), from strategic conception to operational execution.
- **Orchestrated the complete incorporation of Banco Original clients into PicPay**, ensuring a flawless migration of fixed income custody, both in back-end and front-end.
- **Led the launch of the Investment Catalog**, establishing PicPay as a disruptive player in the sector with the introduction of Fixed Income as the first brokerage product.
- Managed multidisciplinary teams, including dozens of developers and squads from other areas (legal, marketing, data, operations), delivering technological innovations and tangible results in a rapidly changing environment.
- 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, ensuring conformity with regulations such as 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

FOUNDER & CHIEF PERFORMANCE MARKETER

São Paulo, Brazil

May 2020 – Apr 2023

- Managed over 67 million reais in performance marketing, developing conversion strategies and Funnel Design for 11 companies across different niches.

Publications

Complex Systems of Evolutionary Dynamics Applied to Game Theory

RESEARCHER AND AUTHOR

Jan. 2019 - Oct. 2019

Evolutionary Dynamics in Fixed Adaptability Landscapes

RESEARCHER AND AUTHOR

Jan. 2018 - Nov. 2018

Core Skills

- Product strategy & discovery
- Exchange infrastructure, OTC/RFQ systems
- Smart Order Routing (SOR)
- Margin trading (cross-margin, collateral, liquidation)
- Listings frameworks & governance (KYB/AML)
- Rapid prototyping with AI coding tools
- Metrics/OKRs, experimentation, processes documenting & optimizing
- Stakeholder management & cross-functional runbooks

Tools

• Looker · Amplitude · Datadog · Metabase · Jira · Python · MQL5 · Cursor · OpenAI Codex · Claude Code

Languages

English
Fluent/Native

Spanish
Advanced

Portuguese
Fluent/Native