

# LUIS SOEIRO

## PRODUCT MANAGER

### PROFESSIONAL SUMMARY

Results-driven Product Manager with extensive experience managing the full lifecycle of B2C and utility mobile applications. Proven expertise in driving product definition, MVP deployment, and implementing robust monetization and pricing strategies. Adept at leveraging data analysis and A/B testing to optimize the user journey, scale paid acquisition, and maximize revenue growth while leading cross-functional teams.

### CORE COMPETENCES

- Product & Strategy: Product management, App Marketing & Monetization, Team management, AppStores management.
- User Acquisition & Marketing: User acquisition, ASO, Social Media Marketing, Google Ads, Facebook Ads, Apple Ads.
- Data & Analytics: Data Analysis, Analytics, Google Analytics, Firebase, Adjust, Revenue Cat.
- AI Tools: Gemini.

### ACADEMIC BACKGROUND

ISPGAYA (2009) - Tourism Management Grad.

ESEIG (2016) - Hospitality Administration Post-Grad

eCornell (2022) - Digital Marketing Strategy

### CONTACTS

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### PROFESSIONAL BACKGROUND

#### APPGENERATION - PRODUCT MANAGER | 2025 - ...

- Full-cycle product management for utility apps, driving product definition, MVP deployment, and roadmap execution for a user base of 5M+
- Led user **acquisition and ASO** strategies, decreasing Customer Acquisition Cost boosting LTV and ARPU.
- Orchestrated data-driven **A/B testing and user data analysis** to refine product features and improve user experience, like exposure to onboarding processes and paywalls.

#### NDRIVE - PRODUCT MANAGER | 2014 - 2025

- Directed the end-to-end **management of a portfolio of B2C mobile applications**, aligning product definition with cross-functional development and design teams.
- Engineered comprehensive **app monetization strategies**—including in-app advertising setup, in-app purchases, and dynamic pricing—growing overall app revenue by 50%
- Managed **paid user acquisition campaigns**, social media, and ASO, scaling Monthly Active Users to 1.5M while strictly optimizing revenue and budget allocations
- **Optimized operational costs** and managed multi-channel marketing budgets, while maintaining aggressive growth targets

#### NDRIVE - PROJECT MANAGER | 2007 - 2014

- **Managed and mentored marketing and support teams** of 8 employees, fostering a high-performance, data-driven culture
- Led the delivery of highly valued local (**Via Verde**) regional (**MEO, Mappy, Eniro**) and South American (**Pão de Açúcar, Cosentino**) B2B projects, overseeing product readiness and after sales coaching

#### CONSULTANT - APP GROWTH | 2016 - ... (FREELANCE)

- **Advised** diverse clients on comprehensive **ASO and User Acquisition strategies**, successfully scaling client user bases while reducing Cost Per Install and maximizing gross margins
- Audited and **optimized end-to-end user journeys**, implementing targeted friction-reduction strategies to boost overall app retention and in-app conversion rates
- **Developed tailored growth roadmaps**, leveraging market analysis to identify untapped acquisition channels and increase clients' user base