

Pedro da Silva César

Product Manager | B2B SaaS, IoT & Go-To-Market

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PROFILE

Product Manager specialising in B2B SaaS and IoT, with a track record of transforming technically complex products into commercially successful businesses. At W4M Digital Solutions, I assumed sole ownership of Smarthive after three years without a defined product strategy or revenue, establishing its vision, product portfolio, go-to-market strategy and delivery processes. I personally generated and closed over €420k in sales within 18 months.

Earlier experience spans industrial IoT, digital workplace and marketing automation across European markets.

PROFESSIONAL EXPERIENCE

W4M Digital Solutions / Smarthive

Faro | 09/2024–Present

IoT Product Manager

- Took sole ownership of Smarthive's product strategy and commercial development after three years without a clear direction or revenue; established the vision, portfolio, priorities and GTM strategy, and introduced agile product and delivery practices.
- Personally generated and closed the entire **€420k+ in Smarthive sales within 18 months**.
- Structured **around 30 IoT solutions** into modular product families spanning smart cities, industrial, commercial, hospitality, agriculture, care, maritime and infrastructure use cases.
- Own the product cycle from discovery, feasibility and scoping through requirements, backlog, tenders/RFPs, supplier and hardware decisions, pilots and deployment, aligning developers, suppliers, installers, customers and public-sector stakeholders across Portugal, Spain and Brazil.

Sensorfact

Amsterdam | 01/2024–09/2024

SDR Manager - IoT Energy Management

- Led **7 SDRs** across the Nordics and Eastern Europe, contributing to the **two highest-revenue quarters** in the region's history.
- Hired 4 team members, promoted 2 to Account Executive, sustained 25–30+ qualified opportunities per month and reduced no-shows by 64%.
- Translated a complex industrial IoT proposition—wireless sensors, gateways and machine-level consumption data—into customer value and product feedback.

Happeo

Amsterdam | 02/2023–12/2023

Principal BDR - EMEA + ROW

- Built a repeatable outbound motion for a B2B SaaS digital workplace platform, generating **\$1M+ in qualified pipeline in under 7 months** and achieving the best individual performance in company history in August 2023.
- Reworked segmentation, messaging and enablement while feeding market signals into ICP and positioning.

ActiveCampaign

Dublin | 04/2021–09/2022

Account Executive - EMEA

09/2021–09/2022

- Owned full-cycle CRM and marketing-automation SaaS sales across EMEA; exceeded **100% quota in 3 of 4 quarters** and trained and onboarded new hires.

Expansion Development Representative - EMEA

04/2021–08/2021

- Prospected into existing SMB, mid-market and enterprise accounts, sourcing **\$60k+ in closed expansion opportunities within 3 months**; ranked as the best-performing external hire.

Earlier experience: Amplemarket BDR (>150% target; 60+ opportunities in one month) | Blaua Agency SaaS Co-founder (Lead generation and CRM automation - profitable within three months >15 clients) | Nielsen Data Analyst (30+ FMCG studies) | Century21 (over €2M of foreign RE investment attracted through the creation of digital portals such as exclusivo-luso.com)

CORE EXPERTISE

Product: Strategy & roadmaps | Discovery & validation | Portfolio design | Requirements & backlog | Prioritisation | Go-to-market | RFPs & public tenders | Stakeholder & supplier management | Scrum

Technical fluency: IoT solution design | Sensor networks | LoRaWAN | NB-IoT | MQTT | REST APIs | ThingsBoard | Data dashboards | SQL/Python fundamentals

EDUCATION & CREDENTIALS

Nova School of Business and Economics - International MSc in Management, GPA 18/20 (Financial Times 2025: #4 worldwide) | BSc in Management | KU Leuven exchange

Certifications: Professional Scrum Master I - Scrum.org | Product Strategy, Product Manager Foundations, Growth for PMs & AI Agents - Builder's Camp | Programming Essentials in Python - Cisco | MOS Excel Expert - Microsoft | Sandler Sales

Languages: Portuguese native | English fluent | Spanish working proficiency (B2)