# NELSON COSTA

## Tech with purpose. Connections with meaning.

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🔗 https://nelsondcosta.ovh/en#about-me   📍 Porto - Portugal

## SUMMARY

Product-driven tech executive with 16+ years of experience building impactful digital platforms. Founder of Beecard and CTO of Chaincademy, with expertise in turning complex challenges into scalable, meaningful solutions that drive business growth and positive change.

## EXPERIENCE

### Chief Technology Officer (CTO)

**The Chaincademy**

📅 2023 - Present   📍 United Kingdom

As CTO and co-founder of this EdTech platform, I lead the technological vision, engineering strategy, and development of scalable digital tools that accelerate tech careers. I manage multidisciplinary tech teams, drive innovation, and ensure the platform's performance, security, and impact on employability.

**Key Achievements:**

- Designed a platform that transforms GitHub profiles into AI-powered portfolios and optimizes CVs/LinkedIn.
- Scaled the platform to 500+ users with 99% uptime and strong security.
- Built and led technical teams, delivering core features and internal tools.
- Developed automation systems and dashboards that streamlined internal operations.
- Drove continuous product optimization based on user feedback and emerging technologies.

### Founder & Product Strategist

**Beecard and Beetravel**

📅 10/2024 - Present   📍 Portugal & United Kingdom

Founder of Beecard, a purpose-driven digital platform for customizable business cards, designed to merge networking with environmental and social impact. I led product vision, growth strategy, and brand development, positioning the platform at the intersection of innovation and sustainability.

**Key Achievements:**

- Launched a digital networking platform with customizable business cards using QR/NFC, focused on sustainability.
- Designed the product architecture and roadmap, including CRM/AI features and the BeeTravel module.
- Developed a revenue model with direct donations to animal welfare, generating measurable social impact.
- Built a brand combining tech innovation with environmental and ethical purpose.

## KEY ACHIEVEMENTS

💎 **SaaS Platform Delivery**

Led the architecture and launch of *CarBase24*, a 360º SaaS platform for the automotive industry, integrating CRM, finance, workshop, and rental management.

💎 **Bitrix24 Implementation**

Implemented and automated key internal processes using Bitrix24, eliminating paper workflows and reducing errors — resulting in 45% higher customer satisfaction.

💎 **Tech Team Leadership**

Built and led multidisciplinary IT teams, delivering high-impact digital products and internal tools across startups and corporate environments.

💎 **Purpose-Driven Product Innovation**

Founded and launched *Beecard*, a digital networking platform aligned with sustainability and social impact, integrating QR/NFC sharing, CRM tools, and a revenue model supporting animal welfare.

## LANGUAGES

**Portuguese**
Native    ●●●●●

**English**
Advanced    ●●●○○

## PERSONAL INTERESTS

💎 **Traveling and cultural exploration**

💎 **Swimming and outdoor activities**

💎 **Lifelong learning and personal development**

💎 **Sustainability and animal welfare**

💎 **Technology trends and digital innovation**

# EXPERIENCE

## Tech Lead | Head of IT Development

**Sociedade Comercial C. Santos (Mercedes-Benz)**

📅 11/2016 - 03/2025   📍 Portugal

Led the IT department with full ownership of the technological vision, system architecture, and digital transformation strategy for one of Portugal's leading automotive groups. Oversaw multidisciplinary teams and delivered scalable, high-impact digital solutions across operations.

**Key Achievements:**

- Led the digital transformation of the company, including full CRM and process automation via Bitrix24.
- Acted as PM, PO, and Architect of CarBase24, a complete SaaS for the automotive business.
- Implemented IT automation tools and eliminated paper usage with digital solutions.
- Developed internal systems and 3D visualization tech for customer experience innovation.
- Oversaw infrastructure (Linux, Cloud) and managed external vendors strategically.

# PROJECTS

## CarBase24 – 360° SaaS for the Automotive Business

📅 05/2024 - 03/2025   📍 Portugal

Led development of a modular SaaS ecosystem including CRM with e-signatures, AI lead scoring, rentals, and workshop management. Coordinated 4 technical teams and mobile/web integrations.

- **Skills:** SaaS · AI Integration · Team Management

## Bitrix24 Ecosystem Implementation

📅 09/2019 - 01/2025   📍 Portugal

Implemented a full CRM and intranet solution, digitalizing over 90% of internal processes and centralizing operations. Developed workflows and custom automation tools, reducing support issues and improving team efficiency.

- **Skills:** Bitrix24 · Workflow Automation · CRM Strategy · Systems Optimization

## HR Talent Pool AI - Powered Recruitment Platform

📅 04/2025 - Present   📍 United Kingdom

Designed and developed an AI-based recruitment platform to optimize candidate screening and talent matching. Centralized the hiring process and implemented intelligent automation tools that reduced manual search time by 90% and initial screening time by over 70%.

- **Skills:** AI Architecture · HR Tech · Process Automation · Talent Matching · Recruitment Optimization

# SKILLS

## Leadership & Management

Product Management (PM)

Product Ownership (PO)

Team Management e Leadership

Hiring & Mentoring

Strategic Planning

Business Development

Co-founder / CTO Roles

Stakeholder Communication

## Technical Skills

Software Architecture

SaaS Development

System Integration    AI for Business

CRM Customization

Cloud Development

GDPR Compliance    Bitrix24

Technical Support    KPIs    Scripting

## Business & Innovation

Business Strategy

Innovation Leadership

Digital Transformation

Process Automation    CRM Strategy

Business Process Improvement

Sustainability    Social Impact Models

Product Vision