

PAULO MELANCIA

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EXECUTIVE SUMMARY

Partnership builder with 12+ years of experience across enterprise technology, B2B sales, and platform ecosystems. Track record of creating partnerships from zero and scaling them to revenue: experience in B2B sales through cold outreach and structured account development; brokered C-level strategic alliances in financial services; and managed partner and vendor ecosystems serving 100,000+ providers across EMEA and MEA at a Fortune 500 insurer. Multiple ventures taken from concept to market alongside corporate leadership roles at S&P 500 companies. Fluent in English, Spanish, and Portuguese. Based in Madrid.

WORK EXPERIENCE

Cigna International Healthcare HQ — Madrid

Agile Product Management Manager | Feb 2025 – Present

- Driving the digital platform strategy for a partner ecosystem of 100,000+ healthcare providers and 100+ multinational employer clients across EMEA and MEA, managing the full lifecycle of provider and broker portal products.
- Managing delivery through global system integrators and technology vendors, owning vendor selection, joint roadmaps, SLA governance, and quarterly business reviews with external partners.
- Leading the broker channel product for the Global Employer Health organization, enabling brokers to manage employee insurance policies for multinational corporations — a partner-influenced revenue channel.

Levi Strauss Europe HQ — Brussels

Group Product Manager & Founder, Digital Transformation Hub (start'inn) | Sep 2017 – Sep 2024

- Built and sold an internal digital transformation hub to C-suite leadership, securing ~\$2M in funding through repeated executive presentations and business-case development — generating ~\$8M in ROI across 15+ enterprise applications.
- Managed external technology partners across Europe, USA, and India, integrating third-party delivery teams with internal engineering and driving joint execution against shared roadmaps.

Cofidis Group — Lisbon

Credit & Partnerships Analyst | Jun 2014 – Oct 2016

- Managed a portfolio of 50+ B2B partner accounts across the full relationship lifecycle: acquisition, onboarding, performance management, and growth planning.
- Brokered a C-level strategic partnership between a banking institution president and the Cofidis Commercial Director, establishing a long-term lending investment collaboration between the two organizations.

VENTURES & ENTREPRENEURIAL PARTNERSHIPS

SoftwareAngels.dev — Partnership development | 2018 – 2024 (while at Levi's)

- Convinced Levi Strauss C-level leadership to bring SoftwareAngels in as a delivery partner. That engagement generated EUR 2M for SoftwareAngels, with about 10 developers allocated over four years.
- After that first account, introduced SoftwareAngels to other companies and opened further client relationships.

AI4PE / 7deas — Founder & Business Development | 2026 – Present

- Building a from-zero GTM motion in the European private equity market (Spain-first): cold outreach, stakeholder mapping, account plans for 50+ contacts, conference networking (IESE International Search Fund Conference, Barcelona).

EDUCATION

IESE Business School — Executive Education Certificate, Digital Transformation & Leadership (2024–2025)

Universidade de Lisboa, Instituto Superior Técnico — BSc Industrial and Management Engineering (2008–2014)

SKILLS & TECHNOLOGIES

Cloud & AI/ML	AWS, GCP, GenAI/LLMs, Python, APIs, DatalKU, Digital Ocean, CI/CD
Enterprise Platforms	SAP (BI/HANA, AFS, APO), Jira, Confluence, MS Power Platform, Linear, Slack