Bernardo Geadas

Senior Product Manager

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SUMMARY

Senior Product Manager with five years in crypto and DeFi. As Lead Product Manager at Tesseract, a MiCA-licensed crypto yield provider, I own two products and their roadmaps: Earn API, the B2B infrastructure that exchanges and fintechs build into their own apps (70K+ monthly end users through four partners), and per-client DeFi vaults across lending protocols, which I took from idea to launch in under four months. I test demand before building, build prototypes early, and stay accountable after launch with a monitoring tool I built with AI.

EXPERIENCE

Tesseract.fi — **Remote**
Lead Product Manager — Oct 2024 – Present
Crypto yield (MiCA-licensed CASP) · Clients include exchanges, custodians, on-chain asset managers and DAOs

- Own the roadmaps and backlog for two products: Earn API, the B2B yield API that exchanges and fintechs build into their own apps (70K+ monthly end users through four partners I took live), and the Dedicated Client Vaults, per-client ERC-4626 vaults that give institutional clients on-chain yield across lending protocols, live with clients including 21Shares. Set the Product department's OKRs and line-manage a junior PM.
- Took the vaults from idea to launch in under four months: tested client demand before building, co-designed the vault architecture with a squad of 4 engineers on IPOR Fusion, coordinated eight teams and presented the roadmap to the exec team and board members. I build prototypes early, so the team sees the final deliverable before engineering starts.
- Stay accountable for the vaults after launch. Defined the metrics with engineering and asset management (share-price and NAV deviation, position health, withdrawal completion) and built an on-chain monitoring tool with AI that tracks every asset in each strategy and sends alerts. It caught share-price drops in testing, which led us to move to fundamental oracle pricing. Since then it has flagged two or three more before clients noticed.
- Took the vaults from Ethereum to Base and integrated them with Aave, Morpho, Yearn and Upshift. For each integration I own the evaluation, scoping, testing, go-live checklist and post-launch monitoring. Work with asset management on the strategies: lending-market routing, rebalancing and leveraged looping.
- Earlier owned Earn Direct, our lending product for direct clients, retail included: redesigned its full front end with the design team in Figma and wrote its copy. Relevant clientele grew 25%+ in six months, and onboarding time for retail clients improved almost 30%.
- Rolled out Claude to about 15 people in seven departments, and some tasks went from a full day to under an hour. Draft specs with AI (a day down to about an hour) and built three internal dashboards with AI.

Bitpanda — **Remote**
Senior Sales Manager, South Europe, France and Benelux — Jul – Sep 2024
Crypto broker

- Sales strategy, client acquisition, pipeline management and RFI/RFP delivery.

Bitstamp — **Remote**
Strategic Partnerships Lead — Jun 2021 – Jun 2024
Global crypto exchange with a retail app and institutional services

- Ran partnerships from first call to go-to-market, including Mastercard as a deposit method for retail users and the partnership behind Stripe's EU fiat-to-crypto onramp. Rev-share partnerships brought more retail users onto the exchange and grew partner revenue about 35%. Line-managed two associates from 2023.
- Turned partnership opportunities into product requirements and wrote the PRD for Bitstamp-as-a-Service, the B2B on/off-ramp that wallets such as Trust Wallet and MetaMask Institutional offered to their own users. It was built and went live.
- Built referral and rewards mechanics with product marketing. Managed liquidity relationships with market makers (Wintermute, GSR, Keyrock) for new trading pairs, and sold credit lines and OTC to institutional clients.

Sofico — **Gent, Belgium**
Product Manager — Jan 2017 – Dec 2020
Automotive finance and leasing software

- Owned a portfolio of 5 enterprise accounts, including the company's largest customer, ALD Automotive. Revenue grew organically from just over €1M to about €3M.
- Turned client requirements into specifications and worked on the white-label mobile app clients offered to their own customers.

SKILLS & LANGUAGES

Expertise: Product Strategy & Roadmaps · 0-to-1 Delivery · Prototyping & Idea Validation · UX & Product Copy · Post-Launch Metrics & Monitoring · B2B Infrastructure & APIs · B2B2C & Consumer Products · DeFi Lending & Yield · ERC-4626 Vaults · Oracles & Price Feeds · MiCA

Tools: Jira / Confluence · Figma · Miro · Claude Code / Cursor · AI Agents / Automation · Lovable / v0 · N8N / Zapier · SQL (Dune) · Postman · Tenderly

DeFi, hands-on: five years of lending, staking and liquidity provision | **Builds:** DeFi Yield Scanner, Tokenized RWA Tracker (GitHub)

Languages: Portuguese (native) · English (advanced, CAE) · Spanish (B2) · French (A2) | **Certifications:** CFA Level 1 candidate (2021)

EDUCATION

NOVA IMS (Lisbon) & Ekonomska Fakulteta (Ljubljana) European MSc, Information Systems Management — 2014 – 2016

ISEG (Lisbon) Bachelor in Business Administration — 2009 – 2013

Bernardo Geadas

RECOMMENDATIONS

“ *He sat at the intersection of product, business development, and operations — a rare combination… What sets Bernardo apart is that he doesn’t stop at the surface. He’ll go deep into the technical and regulatory detail most PMs are happy to hand off — whether that’s price-feed infrastructure or how collateral behaves onchain — then translate it into decisions the commercial and engineering teams can actually act on. He’s direct, low-ego, and genuinely good to have in the room when things get complicated.*

Adam Haeems · Head of Asset Management, Tesseract
Worked with Bernardo (different teams) · August 2026

“ *Bernardo is comfortable operating across very different levels of product development. He can get deeply tactical—understanding how things actually work and running systems himself—while also engaging directly with customers, translating their needs into product decisions, and roadmapping future development with a strong business mindset. That ability to connect technology, product, customers, and business outcomes is extremely valuable.*

Leo Wuoristo · Chief Product Officer, Tesseract
Managed Bernardo directly · September 2026

“ *He brought a rare combination of user empathy and real product capability: he quickly understood what users were actually trying to achieve, translated that into clear, well-scoped requirements, and worked effectively with Product and Engineering to drive meaningful improvements. … I’d recommend him without hesitation to any team looking for a product hire who already knows what users need and how to ship against it.*

Matthew Kirk · CX, Operations, Automation & AI (ex-Wise, ex-Zilch)
Managed Bernardo directly · September 2026

“ *He has always shown a great ability to connect with customers and provide an excellent service. Constantly aware of where improvements and efficiencies can be made, he is an asset to any team… Very knowledgeable in the digital asset world and provides useful and crucial insights to the company.*

Phil Glover · VP, Enterprise Strategic Accounts
Managed Bernardo directly · October 2022

“ *Bernardo is a tireless consultant, always available at any time of day (and night). Practical, effective, timely. He is able to solve the problems, which in my opinion is the most important thing can be requested from a consultant in his position.*

Paolo Milani · CEO & Owner, MetaPower SRL (a client)
Bernardo’s client · January 2019

All recommendations are published in full on LinkedIn and can be verified at source: **linkedin.com/in/bernardo-geadas**