

RAMON CANALES

Hands-on Product & Technology Leader | 0→1, Growth, and Team Building

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Product and technology builder with 17+ years turning complex technology, ambiguous ideas, and early-stage opportunities into products people can understand, use, and love. I've built and led product, engineering, design, data, and growth efforts across consumer products, marketplaces, developer infrastructure, Web3, AI systems, and business platforms – from 0→1 launches to larger-scale product and organizational growth.

OVERVIEW

- **0→1:** Built and launched products across consumer apps, SaaS, developer tools, Web3 infrastructure, and AI systems.
- **Scale:** Led multidisciplinary teams across product, engineering, design, data, and DevRel, from small founding-style groups to 15-20 person organizations.
- **Growth:** Drove 10x active user/adoption growth, 11x revenue growth, 400% conversion lift, and 100k+ user growth.
- **Versatile:** Strong in ambiguous environments: early-stage companies, product resets, new business lines, technical products, and founder-led teams.

SELECTED EXPERIENCE

CHIEF PRODUCT AND TECHNOLOGY OFFICER - Sophon Labs 07/2024 – 06/2026

Consumer-focused ecosystem - Blockchain/Web3, Token Launch, Entertainment/Games, Dev Tools, B2C, B2B2C

Led a 15-person Product, Engineering, Design, Data, and DevRel organization during Sophon's post-fundraising growth phase, delivering consumer products, onboarding systems, ecosystem infrastructure, developer tooling, and AI-assisted operational workflows.

- Built and shipped 10+ products across wallet infrastructure, onboarding, rewards, ecosystem tooling, and developer services.
- Led execution and distribution for SOPH token and nodes rollout, covering 29% of token supply.
- Integrated 30+ partners across payments, identity, infrastructure, and consumer applications.
- Reduced annual infrastructure and operational costs by ~\$800K through vendor changes, architecture improvements, AI-assisted workflows, and org restructuring.

FOUNDER & CEO - Fleeber 06/2014 – 12/2018

Social platform for Musicians and the music industry - SaaS, B2B, B2C

Founded and built a music-tech platform connecting musicians, venues, studios, and communities, owning product, UX, engineering, fundraising, partnerships, growth, and operations.

- Grew the platform to 100k+ musicians
- Selected for the 100 Open Startups program in Brazil.
- Featured in Google's App Makeover program and Facebook's FbStart initiative.
- Launched a SaaS management product for music studios and reached 20 paying customers.

HEAD OF PRODUCT DELIVERY - Matter Labs / ZKsync

10/2022 – 07/2024

Leader in blockchain scaling with Zero Knowledge tech - Blockchain/Web3, Developer Infrastructure and Tools, B2B

Led Product, Design, and DevRel during the scaling phase of the ZKsync blockchain ecosystem, acting as the main cross-functional bridge between Research, Engineering, Product, and Business teams, while improving planning, prioritization, and execution processes.

- Helped scale a high-throughput developer infrastructure ecosystem to \$577M TVL, 23M+ monthly transactions, and ~10k verified smart contracts.
- Led product delivery for ZKsync's shift from a single network into a multi-chain ecosystem adopted by 10+ blockchains.
- Primary product and technical counterpart for partners adopting ZKsync infrastructure and ZK Stack, translating complex zero-knowledge cryptography concepts into clear product and business opportunities.
- Improved delivery performance by restructuring teams around clearer ownership, higher-leverage work, and stronger prioritization, reducing organizational drag without compromising core execution.

HEAD OF PRODUCT - Zenklub

07/2019 – 02/2021

Brazil's #1 mental health platform - SaaS, B2B, B2C

Built and scaled the product organization during Zenklub's transition from early-stage startup to Brazil's leading mental health platform, spanning consumer, B2B, web, mobile, and a two-sided marketplace. Led a 10-person multidisciplinary team across Product, Design, Engineering, Data, and Growth while defining product vision, team structure, and execution rituals.

- Grew app active users by 10x and revenue by 11x.
- Increased demand-side conversion by 400%, strengthening the launch and scale of Zenklub's B2B product.
- Reached top ratings on both Apple App Store (4.8) and Google Play (4.7).

PRODUCT LEAD - Aragon

04/2021 – 10/2022

The biggest Web3 provider of decentralized governance/DAOs - Blockchain/Web3, B2B, B2C

Played a central role in driving Aragon's product and operating reset, introducing stronger product practices, scaling the team, simplifying the portfolio, and moving the company toward a focused and sustainable direction.

- Led hiring and organizational scaling across Product, Design, Product Marketing, Data, Agile Coaching, and Engineering, increasing the team from 7 to 20 people.
- Drove multi-chain strategy that contributed to 10x growth in DAO adoption.
- Consolidated fragmented products into a clearer governance experience, shaping the product direction Aragon continued to build on.

SELECTED PERSONAL LABS & EXPERIMENTS

DIGITAL BRAIN ([link](#)) - Mobile app powered by AI memory and orchestration system running on private local LLM infrastructure for contextual retrieval, and long-term operational intelligence for work and personal life.

SAMWISE OS ([link](#)) - Open source project focusing on helping people carry the responsibilities life creates with the aid of LLMs. A system that turns life events into responsibilities, actions, and future follow-ups.

EDUCATION

ESCOLA POLITÉCNICA DA UNIVERSIDADE DE SÃO PAULO (USP) - Brazil

M.S. Mechatronics, Embedded systems & Digital Signal Processing	2009
B.S. Mechatronics, Robotics & Automation Engineering	2006

SKILLS

- Product:** Product strategy, 0→1 discovery, customer discovery, user research, roadmap prioritization, product requirements/specs, growth loops, activation/retention, funnel optimization, experimentation/A/B testing, launch planning, consumer apps, B2B SaaS, developer tools
- Technology:** AI product development, LLM workflows, agentic systems, local LLM infrastructure, APIs, data products, technical architecture, blockchain infrastructure, platform products, technical prototyping, hands-on software engineering background
- Leadership:** Product & tech org design, cross-functional execution, hiring, stakeholder alignment, executive communication, OKRs/goal setting, operating rituals, team restructuring, founder/CEO partnership