

# RAMON CANALES

Product & Technology Executive

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17+ years building products, teams, and technology systems across consumer software, infrastructure, and emerging interaction models. Focused on turning complex tech into experiences that feel intuitive, accessible, and genuinely useful to people.

## SELECTED HIGHLIGHTS

- Led teams within Product, Engineering, Design, Data, and Developer Relations, with up to 15 people
- Drove growth and scaling initiatives resulting in multi-fold increases in adoption and engagement
- Founder and entrepreneurial operator with experience building products both from concept to launch in niche markets as well as at organizational scale for millions of users
- Built and experimented with AI systems focused on long-term memory, context retrieval, orchestration, and multimodal interaction systems spanning digital and physical contexts

## EXPERIENCE

### CHIEF PRODUCT AND TECHNOLOGY OFFICER - Sophon Labs

2024 – PRESENT

Led Product, Engineering, Design, Data, and DevRel across ecosystem infrastructure, consumer products, onboarding systems, and AI initiatives during Sophon's post-fundraising growth phase.

- Delivered 10+ consumer and infrastructure products including crypto wallet, onboarding systems, rewards platforms, ecosystem tooling, and developer-facing services
- Led execution and distribution for SOPH TGE and nodes rollout, covering 29% of token supply
- Oversaw 30+ infra and ecosystem integrations across payments, identity, and consumer apps
- Reduced infrastructure and operational costs by approximately \$800K annually through better vendor selection, architecture optimization, introduction of AI-assisted operational workflows, and organization restructuring

### HEAD OF PRODUCT DELIVERY - Matter Labs / ZKsync

2022 – 2024

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.

- Scaled ZKsync Era to \$577M TVL, 23M+ monthly transactions, and ~10k verified smart contracts
- Owned product delivery for the transformation of ZKsync from a Layer 2 into the Elastic Chain ecosystem
- Primary product and technical counterpart for partners adopting ZKsync infrastructure and ZK Stack, translating complex zero-knowledge concepts into clear product and business opportunities
- Drove restructuring initiatives, reducing team size, improving focus, prioritization, and delivery throughput

### PRODUCT LEAD - Aragon

2021 – 2022

Played a central role in Aragon's organizational transition, introducing stronger product and operational practices while supporting the company's evolution toward a more focused and sustainable operating model.

- Coordinated hiring and organizational scaling across Product, Design, Product Marketing, Data, Agile Coaching, and Engineering, increasing the team from 7 to 20 people
- Pushed a multi-chain product strategy increasing DAO adoption by 10x
- Consolidated low-engagement products into a more focused and human-centered governance experience that continued to shape Aragon's long-term product direction

## HEAD OF PRODUCT - Zenklub

2019 – 2021

Built and scaled the product organization during Zenklub's rapid growth phase, driving the transformation from early-stage startup into a product-led organization across web, mobile, B2C, and B2B offerings. Managed multidisciplinary teams (10 people) spanning Product, Design, Engineering, Data, and Growth while defining product vision, organizational structure, and execution processes.

- Grew app active users by 10x and revenue by 11x
- Strengthened the launch of B2B product with an increase of 400% in demand side conversion
- Reached top ratings on both Apple App Store (4.8) and Google Play (4.7)

## FOUNDER & CEO - Fleeber

2014 – 2018

Built a social platform and ecosystem for musicians focused on band formation, venues, collaboration, and music community engagement. Spearheaded product strategy, fundraising, UX, software development, growth, partnerships, and business operations from inception through ecosystem expansion. Grew the company to a team of 4 co-founders and 100k+ musicians on the platform.

- Selected for the 100 Open Startups program in Brazil
- Featured in Google's App Makeover program and Facebook's FbStart initiative
- Launched SaaS system for music studios with 20 paying customers

## EARLY CAREER

2009 – 2014

Worked across fintech, mobility, e-commerce, enterprise software, and app ecosystems on product strategy, operational optimization, internal platforms, and large-scale process improvements, holding product, operations, and innovation roles across organizations including Citibank, Zalando, Aptoide, Cittati, MAPS, and WorkPilots.

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## SELECTED PERSONAL LABS & EXPERIMENTS

**DIGITAL BRAIN** - 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.

**PERSONAL ROBOT** - Embodied AI platform integrating environmental sensors, including audio and video, acting as a physical extension of a persistent digital memory and contextual awareness system.

**AMONG CLAWS** - Multiplayer social deduction environment where autonomous AI agents interact, strategize, and compete in real time while humans spectate and analyze emergent agent behavior.

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## 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