

# Norberto Guimarães

## Clever Sense



## The key player

Norberto Guimaraes is a young engineer who early on, began his career internationally. Degree in Industrial Engineering and Management at the University of Porto, having performed his final year thesis on "Innovation Management and Strategy in High Tech" at the Helsinki University of Technology.

Norberto also attended a graduate in Sweden, Chalmers University of Technology, and later joined the University of California, Berkeley, where he got his MBA.

Professionally, Norberto Guimaraes worked primarily in the areas of Development and Product Management in technology. Collaborated with major multinational companies as seven start-ups in the web areas, mobile and high tech.

## The blue print

Developed by Clever Sense ([www.thecleversense.com](http://www.thecleversense.com)), Alfred ([www.alfredmobile.com](http://www.alfredmobile.com)), an App on multiple mobile platforms (iPhone, iPad, Android, Windows Phone), is the first product using Clever Sense Technology. Dubbed "Pandora for the real world," Alfred is a personal robot that can learn users' tastes when they teach it about their favorite places in the real world.

## The journey to Silicon Valley

He started the connection with the world of start-up, in Portugal, with Advanced Cyclone Systems. The relationship with the world of entrepreneurship began to be more narrowed when we was in the MBA at San Francisco.

Was responsible for product management of two companies, FotoFlexer and Jaxtr. This relationship remained with the creation of MojaMix, a start-up in the web area, where Norberto was CEO. In May 2010 the company was sold to private investors.

The Clever Sense was the last star-up which he participated. Was responsible for defining product and feature requirements and managing their execution resulting in a 4+ star app rating at launch with an innovative interface and differentiated on-boarding experience that are key to our current success.

After the success of this app Google acquired the startup Clever Sense, in Dec 2011.

Norberto Guimaraes is Product Manager for Google Play personalized recommendations for apps and games. Leading multiple projects, with state-of-the-art machine learning systems at Google to recommend the most relevant apps and games for each Android user.

## Key lessons from Silicon Valley

- **Prototyping** – show as soon as possible the idea, to market, is the best way to know if he is interesting and viable
- **Sharing** – share the idea of business with people, to get immediate feedback, finding persons who wish to develop the idea, and to tune your business.
- **Focus and Passion** – Silicon Valley is really competitive with an amazing technological offer. Passion and focus in what you believe is the one of the main factors to success.