

Milber Ferreira

Product · Technology · AI

Netherlands · Working internationally
milberferreira.com
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PROFILE

Senior product, technology and AI leader for companies building, changing or fixing something important.

I have been the engineer, the founder and the executive, so I work at whatever level the problem needs. I can discuss a strategic investment decision with management and then go straight into an architecture discussion with engineers. Available as a fractional, interim or advisory CPO, CTO, CPTO, Head of Product or Head of Engineering. I also train teams in AI, and when the problem needs building, I still build.

Worked with Treebytree · adidas · Reebok · Schiphol Group · DPG Media

EXPERIENCE

Sumthing

Oct 2026 – Present

Interim Head of Product and Innovation

- Lead product strategy, platform development and the transition towards a unified technology ecosystem.
- Work with the founders, engineering team and partners to align business priorities, guide technical direction and maintain commercial continuity.
- Integrate AI into how the team designs, builds and operates.

Treebytree

Jan 2025 – Oct 2026

Managing Director · Chief Product & Technology Officer

- Ran product, technology, sales, marketing and brand, with operational responsibility.
- Led the product ecosystem: gifting flows, dashboards, APIs, distributor tools, impact tracking and partner integrations.
- Set the roadmap, technical direction, commercial alignment and operational planning across cross-functional teams.
- Joined as Head of Product: defined the product vision, built the first roadmap, structured the core user flows, introduced product processes and aligned engineering, design and commercial teams.

Fractional Head of Product & Technology

Jul 2021 – Jan 2025

For organisations including adidas, Reebok, Evident, NCOI Group, Shackle, Schiphol Group, DPG Media and Brightfish

- Owned product strategy and long-term roadmaps, and kept product, design, engineering and business teams aligned.
- Set engineering direction, technical architecture and platform foundations.
- Led product discovery, UX direction, design systems and reusable component libraries.
- Stayed hands-on in product engineering where the work needed it.

Spaces.fm

Feb 2023 – Dec 2024

Founder & Head of Product

Founded an immersive audio platform for sound, meditation and personal transformation. Led product strategy, UX, architecture and platform development through several releases.

Fluently

Mar 2021 — Dec 2024

Co-Founder & Head of Product & Engineering

Co-founded and launched multilingual writing software and led product strategy, UX and engineering. 20,000 users in the first month; Product Hunt Product of the Day, Week and Month.

adidas

Jul 2020 — Jul 2021

Lead Frontend Engineer (interim)

Built and scaled the multi-brand design system used across adidas, Reebok, Ivy Park and collaboration labels, covering engineering, design, accessibility, platform foundations and governance. Applied the TCV Model for managing complex, accessible design systems.

PVH Corp

Jul 2018 — Jul 2020

Lead Frontend Engineer

Led the developers and designers building digital product-creation tools for Tommy Hilfiger and Calvin Klein, including interactive 3D/WebGL garment tooling, within innovation and sustainability environments. Introduced a design system in the innovation environment that later scaled across brands including Tommy Hilfiger, Calvin Klein and Havaianas.

EARLIER CAREER

Sep 2017 — Jul 2018	**NoProtocol** · Senior Frontend Engineer (interim)
Aug 2016 — Sep 2017	**Monks** · Senior UX Frontend Engineer (interim)
Jun 2015 — Aug 2016	**Generous** · Frontend Engineer
Mar 2014 — Mar 2015	**World trip** · A year around the world with my wife, many countries, Panama to Nepal
Dec 2013 — Aug 2014	**Audio Engineering Society** · Vice Chairman, Vlaanderen
Mar 2012 — Dec 2013	**Galaxy Studios** · Audio Engineer, then Auro-3D Product Manager
Apr 2009 — Mar 2012	**MF Records NL** · Co-Founder & Audio Engineer

CAPABILITIES

PRODUCT	Product strategy and vision, discovery, prioritisation and roadmaps, product operating models, OKRs and outcome-driven planning, product team design.
TECHNOLOGY	Technology strategy, software and platform architecture, build-versus-buy decisions, technical due diligence, cloud, frontend and API architecture, engineering organisation.
AI	AI strategy and readiness, AI-enabled product development, internal AI tools and agentic workflows, responsible AI and governance, executive briefings and team training.
DESIGN SYSTEMS	Multi-brand systems, token architecture (DTCG, Figma variables), component libraries, design-to-code workflows, accessibility, governance, AI-ready systems including MCP.
HANDS-ON	Frontend engineering, interactive 3D/WebGL, prototyping and proof-of-concept builds.
OPEN WORK	SLICE, open AI software planning framework · W3C Design Tokens CG contributor
LANGUAGES	English, Spanish, Dutch.

CONTACT

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