

PROFESSIONAL SUMMARY

Product-focused professional with **5+ years of experience** across B2B manufacturing, SaaS, distribution, and analytics-led environments. Currently supporting the end-to-end lifecycle of European product lines, from market discovery and portfolio planning through go-to-market execution and post-launch performance. Combines commercial judgment, operational understanding, and data analysis to turn customer and market insights into clear priorities. Brings a strong foundation for Product Manager and Product Owner roles requiring roadmap execution, cross-functional delivery, and measurable customer value.

CORE COMPETENCIES

Product:	Lifecycle management, discovery, strategy, roadmapping, portfolio planning, market research, competitive analysis.
Delivery:	Backlog prioritization, requirements, user stories, acceptance criteria, sprint support, release planning, Scrum/Kanban.
Go-to-Market:	Value propositions, positioning, launch readiness, sales enablement, pricing support, performance monitoring.
Data & Business:	SQL, advanced Excel, Power BI, Tableau, KPI tracking, forecasting, business cases, margin improvement.
Leadership:	Stakeholder alignment, cross-functional collaboration, influencing without authority, negotiation, executive communication.

PROFESSIONAL EXPERIENCE

Assistant Product Manager

2023 - Present

Saint-Gobain IDAPLAC — Barcelona, Spain

- Drive defined workstreams across the end-to-end lifecycle of B2B product lines in European markets, covering product definition, portfolio planning, launch execution, and post-launch optimization, including range gap analysis, SKU rationalization, and end-of-life recommendations.
- Turn market trends, customer needs, competitor activity, and internal performance data into evidence-based inputs for prioritization, portfolio evolution, and product decisions.
- Coordinate marketing, sales, supply chain, analytics, and external suppliers to resolve cross-functional dependencies and align customer value, commercial priorities, operational feasibility, and launch readiness.
- Develop product positioning, value propositions, and go-to-market plans for proprietary and partner brands, strengthening market visibility, sales enablement, and adoption.
- Translate business needs and operational constraints into actionable product requirements, launch priorities, and cross-functional workstreams.
- Own the business quality of product data across SAP, PIM, and digital channels — hierarchies, classifications, commercial attributes, and supplier references — keeping information consistent across Spanish and Portuguese markets.
- Coordinate technical and regulatory documentation across the portfolio — data sheets, Declarations of Performance, CE marking, and Environmental Product Declarations — with technical, quality, and sustainability teams to keep products market-ready and compliant.
- Monitor product and launch KPIs, commercial feedback, service levels, and availability to identify improvements and inform future roadmap, portfolio, and stock-plan decisions, analyzing rotation and slow-moving stock across the branch network.
- Manage supplier and partner relationships, negotiating commercial conditions and supporting portfolio competitiveness, margin improvement, and product availability; assess supplier cost changes against net prices, discount structures, and target margins to inform pricing and range decisions.

Sales Supervisor

2020 - 2023

Gestión de Ventas Ibería — Barcelona, Spain

- Led a commercial team for SaaS solutions, converting customer needs and market feedback into recommendations for product positioning, go-to-market execution, and territory planning.
- Coordinated sales, marketing, and customer success activities for new software-module launches, supporting onboarding, adoption, and retention.
- Designed Salesforce dashboards covering pipeline, usage trends, and customer sentiment, giving commercial leaders clearer visibility for targeted engagement and data-informed decisions.
- Structured client feedback for pricing and feature-investment discussions, while improving team execution through KPI management, coaching, and process optimization.

Accounting Specialist

2015 - 2019

EMAE — Camagüey, Cuba

- Managed accounts payable, invoice processing, supplier documentation, payment tracking, and financial records with a strong focus on accuracy and control.
- Prepared inventory, forecasting, and operational reports that improved planning visibility, product availability, and internal decision support.

EDUCATION

BSc, Marketing and Market Research	Universitat Oberta de Catalunya (UOC)	Ongoing
Advanced Diploma, International Trade	Universitat Oberta de Catalunya (UOC)	2026
Associate Degree, Accounting and Finance	Instituto Politécnico de Economía de Camagüey	2014

TOOLS & LANGUAGES

Tools & Platforms	Languages
Jira, Confluence, Microsoft Planner, Salesforce CRM, SAP, PIM, Odoo, Excel, SQL, Power BI, Tableau, Power Apps, Power Automate, AWS, Microsoft Azure.	Spanish (Bilingual) English (Bilingual) German (B2) French (A2)