



— Profile

Senior Product Manager with 10+ years building and scaling B2B and B2C SaaS products, end-to-end from idea and MVP to growth and data. Specialised in product strategy, UX, SaaS metrics, applied AI and pricing. I work closely with design, engineering and business to build coherent, scalable products with an outstanding user experience.

— Highlights

2026 Emendu — Strategic partnership with Sesame HR.

2023 INDYA — Monthly churn from 16% to 10% · first-month activation +28%.

2022 INDYA — Selected for Apple App Store Foundations.

2021 TheTool — Acquired by AppRadar. [Exit](#)

2019 TheTool — Nominated Best ASO Software in Europe (App Promotion Summit).

— Experience

Emendu

Product Manager · SaaS B2B · IT Management

Feb 2025 — Present

Member of the leadership team (Management, Operations, Tech & Finance)

- Led the product's evolution: from a Sales & Operations-centred organisation with manual processes to a digital, API-first system.
- Defined the end-to-end product strategy: redefined the ICP through discovery and reoriented the user experience (onboarding and key flows).
- Evolved LISA (AI agent): from an inconsistent system to a functional agent with dynamic data access, living documentation and multilingual capabilities.
- Drove the shift from a SaaS built by an external agency (Bubble) to an in-house engineering team, taking part in hiring a Tech Lead.
- Built an internal tools hub with Claude Code that cut operational-management time on reports, briefs and proposals by 38%.
- Led, together with the Tech Lead, a strategic partnership with Sesame HR.

KUOTIP

Cofounder & Product · SaaS B2B · AI / Reviews

Feb 2024 — Nov 2024

Cofounder · alongside the CEO and CTO

- Validated the problem with users and brands: fraud, manipulation and rising costs on traditional platforms.
- Designed the full product flows integrating voice verification and automated AI summaries; built the MVP with a modern visual UI to prove value.
- Supported the CEO on strategy and pre-seed fundraising meetings.

INDYA

Product Lead · SaaS B2C · Health tech

Jan 2022 — Dec 2023

Reported to the CPO and cofounder · leadership through influence

- Co-defined the growth strategy focused on activation, engagement and retention.
- Introduced systematic user research (interviews, post-churn surveys, continuous analysis).
- Cut monthly churn from 16% to 10% through UX, communication and payment improvements.
- Redesigned pricing via A/B testing, unifying plans and removing entry barriers, without affecting retention.
- Improved first-month activation (+28%) by optimising onboarding, personalisation and value comprehension.
- Led delivery improvements: reduced the bug volume with more agile QA and more consistent sprints.

Freepik

Product Manager · SaaS B2C · UGC

Reported to the Head of Product

- Researched and defined features for the contributors area from qualitative and quantitative analysis.
- Improved onboarding: registration, emailing and profile quality.
- Owned the squad's OKRs.

TheTool

Cofounder & Product · SaaS B2B · ASO

Cofounder (1 of 4 partners) · voice and vote on key decisions

- Cofounder responsible for vision, MVP design, validation and launch of the paid version.
- Designed and evolved key features: installs/ASO correlation, tracking dashboards, ASO score, international analysis, timeline and bulk monitoring.
- Turned a hidden Google Play feature into a full feature in 3 days, generating +30% in customers/MRR.
- Led roadmap, discovery, functional definition and coordination with development, marketing and CS.
- Brought on the first Product Designer, leading a complete UI and brand redesign.
- Positioned TheTool as one of the market's top ASO tools (nominated Best ASO Software in Europe), culminating in its acquisition by AppRadar in 2021.

PICKASO

COO · App Marketing · Agency

- Professionalised the agency's structure, processes and service portfolio.
- Repositioned the brand and value proposition.
- Operational and market-knowledge base that made incubating TheTool possible (research into its future competitors).

Oct 2021 — Dec 2021

May 2016 — Oct 2021

Sep 2015 — Dec 2016

Earlier experience — Marketing & Growth

This earlier stage in marketing and growth built the analytical, experimentation and user-first foundation that defines my approach as a Product Manager.

Ontecnia

Digital Marketing Manager · Malavida.com

Sep 2013 — Sep 2015

- Organic growth from 3.2M to 9.4M monthly visits.
- Drove the business-model shift: from intrusive installers to valuable content and video monetisation — the start of my move towards product-first.

Havas Media · Incentra · Miss Conversion

Digital Marketing / Performance

2009 — 2013

- Acquisition and performance at leading agencies — the analytics, CRO, UX and leadership base that enabled the move into product.

Education

Product Management

TheHeroCamp · 2021

Scrum & Agile Leadership

theUncoding · 2021

Master's in Digital Communication

Olea Europea · 2001

Commercial Management & Marketing

ESIC · 2000

Skills

SaaS Product

UX & Design

Leadership

Applied AI

Strategy, metrics, pricing, experimentation, discovery, roadmapping.

Collaboration with Product Designers, usability, prototyping, qualitative research.

Stakeholder management, communication, cross-functional teams.

Conversational agents, LLMs, AI-assisted experiences, in-house development.

Toolkit

Users

Management & Documentation

Design & prototyping

Development

Amplitude · Google Analytics · Microsoft Clarity · Typeform

Jira · Notion · Miro · Mermaid.js

Claude Design · Figma · v0

Claude Code · VS Code · Vercel · GitHub