



# Belén Novarese

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## Product Manager

I like to solve problems, encouraging active listening to user needs, to customized digital or tangible solutions.

I assume the direction and leadership of the projects in a creative way and I pass it on to my team, but most importantly, I stamp passion and energy to every project I take part of and where I go I leave my footprints.

I am optimist. I'm oriented to continuous change, restless and non-conformist, ingenious, practical and firm.

CHALLENGES HERE WE COME.



## Education

- Digital product management  
Master degree

Nuclio Digital School & University Vitoria-Gasteiz (EUNEIZ)  
2024- Actuality

- Industrial engineering

Technological University  
2000-2005



## Experience

- QUALITY MANAGER

Spain-2024-Actuality- Eiffage Group  
Product Manager | Business Process Analyst | KPI-OKR

- PRODUCT MANAGER B2B

Argentina-2014-2024- INVA Consulting  
Product Manager | Business Process Analyst | KPI-OKR| University teacher

Highlighted projects:

Problems: Sales department. Lost of Customer Orders.

Solution: Digital Transformation of the Sales Process.

Problems: IT call center. complaints about the time taken to solve incidents.

Solution: Management by agile squad. Kanban.

- QUALITY PRODUCT RESPONSIBLE

Argentina-2005-2014- RENAULT GROUP

Product Manager | Business Process Analyst | KPI-OKR| ANPQP teacher

Highlighted projects:

My team performance.

## Tools used

- Miro/Asana/trello/Jira/figma/Slack/Teams
- Draw io/bizagi/visio/lucidchart
- BCM (business model canvas). Value proposition canvas.
- SWOT. Risk analyst.
- Customer profile- POV- archetypes.
- User stories. Epics. PBI.

## Languages

- Spanish

- English