Devinson Peña
Digital Strategy & Innovation leader

SUMMARY

Digital strategy leader with a decade of experience helping global companies launch, scale, and evolve their product and advertising ecosystems. Known for bringing structure to complexity, enabling high-growth teams, and connecting tech with real business outcomes. Currently exploring how decentralized technologies and human-centered systems can shape more inclusive, transparent platforms. Seeking to contribute to a mission-driven team building at the edge of product, trust, and innovation.

WORK EXPERIENCE

Team Lead, Advertising Technology, Digitl Switzerland AG
Zurich (CH) │ Jul 2022 – Sept 2024

- Scaled Digitl into the fastest certified Google partner in the region, onboarding 100+ clients and increasing product engagement.
- Managed $10M+ revenue pipeline by aligning sales, product, and operations teams with a repeatable onboarding framework.
- Integrated generative AI and automation tools, reducing onboarding time by 40% and enabling new client solutions.
- Built and led a cross-functional team of ad tech specialists, to support strategic growth initiatives.

Team Lead, Advertising Technology Consultant, Trakken
Zurich (CH) │ Feb 2019 – Jul 2022

- Consulted 100+ global and SME teams on GMP products, achieving 5-10% spend increases for $1-5M+ clients and retaining $1M+ budgets.
- Developed and managed strategic consulting projects, including global GMP rollouts, audience strategy, and dynamic product remarketing.
- Led multi-day workshops and trainings on GMP tools, covering digital concepts and best practices for internal and external teams.
- Acted as first point of contact for client support and QA, collaborating with Google Partner Teams on product feedback and improvements.

Global Senior Product Program Manager, Xaxis
New York (USA) │ Mar 2017 – Jan 2018

- Managed global media products and technology pipeline, aligning projects with business and client goals across key stakeholders.
- Established project management tools and processes to streamline planning for global product teams.
- Advised Global Product VP, led management calls, maintained product roadmaps, and developed business cases for investments and pitches.

Global Senior Product Enablement Manager, Light Reaction
New York (USA) │ Oct 2016 – Mar 2017

- Owned GTM enablement for performance product suite across the Americas, designing sales tools and onboarding kits.
- Launched internal platforms for campaign briefing, product tracking, and training delivery.
- Facilitated cross-team collaboration to improve adoption and product fit.

Contact
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Areas of Expertise
Digital Marketing
Advertising Technology
Product Management & Strategy
Client Acquisition & Management
Leadership & Talent Development
Data Analytics & Insights
Training & Program Development

KEY SKILLS
Strategic Planning
Project Management
Data-Driven Decision Making
Public Speaking
Effective Communication
Cross-Functional Collaboration
Goal-Oriented
Customer-Focused
Creative Problem-Solving

TECHNICAL SKILLS
Project Management:
Confluence, Jira, Trello, Smartsheet
LLMs & Dev:
Claude, ChatGPT, VSCode, Lovable
Collaboration Tools: Slack, Microsoft Teams
Office & Productivity Tools:
MS Office Suite (Word, Excel, PowerPoint), Google Workspace
Marketing & Analytics:
Salesforce, DV360, SA360, CM360, Google Ads, GA4
Design & Visualization Tools:
Adobe Photoshop, Canva, Google Web Designer, Looker Studio, Excel

Blockchain:
Polkadot Blockchain Academy
(PBA-X, 2025)
Web3x: Introduction to Blockchain
and Web3 (2024)
Advertising & Marketing:
Google Analytics Individual
Certifications, Search Ads 360,
Display & Video 360, Campaign
Manager 360 (2024)
Product Management:
LevelUp! Product Academy (2023)
Operational Excellence:
Six Sigma Green Belt (2012)

Language
English (Native)
Spanish (Native)
German (B1 Goethe Certified)

INTERESTS
Athletics:
Triathlons (Ironman 70.3),
Running, Cycling, Swimming
Creative & Cultural Exploration:
Sci-Fi Storytelling, Travel, and
Dance (Bachata, Salsa, Hip Hop)
Technology:
Blockchain Applications, Laser
Engraving

Personal Info
Born: July 1st. 1987
Birthplace: New York City, USA
Nationality: American
Swiss Work Permit: C

EMEA Senior Product Development & Training Manager, Xaxis,
Düsseldorf (DE) │ Aug 2013 – Oct 2016

- Created the Xaxis e-Academy, training 3,500+ internal users across product and strategy topics.
- Delivered market-specific product research and dashboards for EMEA leadership.
- Localized tools and launched product workshops for teams in 10+ countries.

Business Development, Entrepreneurial – Unimania.de
Köln (DE) │ Nov 2012 – Aug 2013

- Developed and launched a business approved by the German Chamber of Commerce (IHK). Led website design, online marketing campaigns, and content creation, including videos and graphics for digital and print distribution.

Management Trainee, Momentive,
Leverkusen (DE) │ Sept 2010 – Oct 2012

- Rotated across supply chain, marketing, finance; led Six Sigma projects (2010–2012)

OTHER EXPERIENCE

Projects & Initiatives │ May 2025- Jun 2025

- Participated in a pop-up village exploring decentralized tools. Supported experiments in trust, identity, and shared finance.
- Built a wallet-based group expense tracker using Supabase, Next.js, and Privy. Designed for temporary communities and tested in early Web3 circles.

Polkadot Blockchain Academy (PBA-X) │ Jan 2025- Feb 2025

- Intensive program on blockchain fundamentals and the Polkadot ecosystem, gaining expertise in governance, cryptography, and interoperability while connecting with Web3 industry leaders.

LevelUp! Product Academy │ Aug 2023- Dec 2023

- Lean Product Management Workshop Series
- Engaged in six interactive workshop days covering agile product management roles, product strategy, and personal growth.
- Gained hands-on experience in PM fundamentals, discovery & delivery techniques, and leadership development.

Participation & Volunteering at Various Product Events

- European Blockchain Convention (Participant) │ Sept 2024
- DEX Conference Switzerland (Participant) │ Nov 2023
- Google Dev Festival (Participant), Red Bull Basement Festival (Participant), Zurich Product Festival (Volunteer) │ Nov 2018-2023

Cultural Trip to Southeast and Northeast Asia │ Feb 2018- Sept 2018

- Countries: Thailand, Cambodia, Laos, Myanmar, Vietnam, Japan, South Korea

EDUCATION

Masters of Science in Web Science
Cologne University of Applied Science │ Sept 2015- Sept 2017

- Master Thesis: The Impact and Critical Success Factors of Integrating Artificial Intelligence (1.0)

Double Bachelor of Science (Dual Degree) in International Business, Finance & Spanish │ Sept 2008- Sept 2010

- **Universidad Pontificia Comillas**, Madrid, Spain (2008 – 2010)
- **Northeastern University**, Boston, USA (2006 – 2008)