Simon Abello

Technical Product Manager
Citizenship: Italian & Colombian
Languages: Fluent English & Native Spanish
Portfolio: www.simonabello.com

Rotterdam, Netherlands
abello.simon@gmail.com
+31 6 59320886
linkedin.com/in/simonabello

Product Manager with a background in business analytics and marketing strategy. Adept at orchestrating the development and execution of product roadmaps, leveraging deep insights from data analytics to inform decision-making and prioritize technology integration. Proven track record in driving significant improvements in customer experience and business growth through data-driven strategies and technical expertise. Skilled in guiding cross-functional teams, applying agile methodologies to expedite project delivery and achieve organizational objectives. Committed to bridging the gap between analytics and product management to drive results and streamline processes.

SKILLS

- Product Roadmaps
- Business Analytics and Budgeting
- ML Technologies
- E-commerce Strategy
- Product Strategy
- Cross-Functional Team Leadership

- Project Management
- Data-Driven Decision Making
- Marketing & Brand Strategy
- Financial Forecasting
- Customer Experience Enhancement
- Agile Methodologies

- Stakeholder Management
- Product Research
- Market Research
- Microsoft Office Suite
- Python
- MySQL
- Jira / Jira Align
- Power BI

PROFESSIONAL EXPERIENCE

Rockwell Automation *Rotterdam, Netherlands*   **Nov 2021 – Present**
CX Senior Business Analyst

- Created for strategies for senior leadership, outlining the CX vision and strategy, facilitating better alignment and collaboration across key departments laying the roadmaps for future improvements based on data and business analysis.
- Pioneered the 2022-2025 Roadmap strategy for new B2B e-commerce capabilities, using SAFe Agile Methodologies leading to an increase in 2.2 M USD in hardware sales through the channel.
- Developed financial forecasting models for e-commerce capabilities achieving a ROI of 137% in 3 years.
- Built an AI & ML-based Topic Analysis framework using BERT and scikit-learn that automated the analysis of 34,000 customer survey comments, enabling teams to efficiently understand customer feedback improving productivity ten times.
- Designed data reporting dashboards using tools like PowerBI and Adobe Analytics.
- Working on a Customer Journey Management Framework for the organization using tripe diamond methodology and TheyDo Journey Mapping tool to translate customer pain points into business opportunities, epics, and features.

Geometry *Bogotá, Colombia*   **Jan 2018 – Dec 2020**
Brand Strategist / Digital Project Manager

- Directed communications & marketing campaign strategies for multiple products in the Colgate Andean Region, increasing revenue by 30% in 2020.
- Played dual roles in product management and brand planning, highlighting flexibility in handling multiple tasks, and adapting to varying digital platforms and digital expertise.
- Delivered multiple digital projects for clients as a product manager/strategist such as corporate websites, campaign landing pages, branded video game mobile apps and AR/VR experiences.
- Executed extensive multi-country market research with diverse customer groups for a new successful product launch to generate market penetration of a cannabis-based CBD product in Peru, Mexico, and Colombia.
- Researched and Created trend reports for the LATAM region. Featured in BrandZ Latam 2020 publication from WPP.

Account Executive
- Negotiated and upsold the client's commercial contract to a 20% upside of a $220k ARR opportunity.
- Managed the development & launch of a digital learning platform and its marketing budget for the region aimed at healthcare professionals for client Novartis.
- Managed the social media content creation specialists, graphic design, and strategist for multiple clients.

EDUCATION

Rotterdam School of Management, Erasmus University - MBA   **March 2022**

Master of Business Administration & M.Sc. in Business Administration (MBA)

Jorge Tadeo Lozano University - B.A.   **Aug 2018**

Bachelor of Arts in Advertising

CERTIFICATIONS & AWARDS

- Certified SAFe 5 Lean Portfolio Manager – Scaled Agile
- Certification in NLP - Natural Language Processing with Python
- Gold & Silver in Effie Awards for Effective Advertising Campaigns 2020