



# Aniol Quer Casacuberta

## Senior Product Manager & Growth Expert

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## PROFILE

Driven professional with 12+ years in product and growth, blending a passion for crafting outstanding products, a proven track record in leading teams and expanding revenue, an entrepreneurial drive and programming skills.

## EXPERIENCE

### CEO & Head of Product - Growlia (Saas / Marketplace) 2018 - 2023

Leading the product area coordinating a team of programmers, designers and customer success professionals

- *Achievements: Raised 350k€ • Achieved 500k€ in Annual Revenue • Reached an NPS of 35*

### Product Manager - Lunch Roulette (Social Platform / B2B2C) 2023

Owning the product roadmap, working with developers to design an innovative approach to community building

- *Achievements: From product inception to launch in < 2 months • 4,9/5 review from platform users*

### Growth Director - Talent Clue (Saas / HR Tech) 2016 - 2018

Leading Sales & Customer Success (15+ team) coordinating with Product to define the best growth strategies

- *Achievements: Reached 1st Market Share Position • 105% Growth YoY • Increase >1,2M€ in ARR*

### Marketing & Sales Director - InboundCycle (Marketing Tech) 2013 - 2016

Spearheading the growth function leading a team of sales and marketing professionals and tech department

- *Achievements: Best HubSpot Partner in Europe • Achieved 1st Market Share in Spain & Latam*

### Co-founder & Chief Product Officer - Walipa (App / B2C) 2012 - 2014

Defined the product and strategy to create a holistic platform for loyalty services in the Horeca sector

- *Achievements: 1st All-in-One loyalty platform to market in the mobile space*

## EDUCATION

### arol.dev ( Barcelona, Spain ) 2023

Software Engineering

### Instituto Neuron ( Barcelona, Spain ) 2018 - 2020

Master in Coaching and NLP

### Pompeu Fabra University & Boston College ( Barcelona, Spain & Boston, USA ) 2009 - 2013

International Business Economics (MSc)

## SKILLS

**Languages:** Spanish (Native) • Catalan (Native) • English (Proficient) • French (Advanced)

**Product Management:** User Research, UX, UI, A/B Testing, OKR & KPIs Definition, Wireframes & Mockups Creation, Design Systems, Roadmapping, Design Thinking, Lean & Agile Methodologies, CI/CD Pipelines, Product Design, Branding, Jira, Figma, Figjam, Notion, Airtable, Mixpanel, Amplitude, ProductBoard, Tableau, PowerBI, Loom, LucidChart, Whimsical, Canva, Miro, Typeform, Mermaid, Linear

**Front-end Development:** HTML 5, CSS 3, Javascript, Typescript, React, Tailwind, Vite.js, Postman, API's, Flexbox, Grid, Sass, Zod, Next.js, Parcel, Babel, JSON, Bootstrap, Shadcn, HTTP Requests, WebSockets, Jest, Vitest, Cypress, Chart.js, Github Copilot, Wordpress, GDPR compliance

**Back-end Development & Data Management:** System Design, Software Architecture, OpenAI API & LLM's, Node.js, Express.js, Nest.js, MySQL, PostgreSQL, Prisma, NoSQL Databases, Firebase, Git, GitHub, Data Structures, Algorithms, npm, yarn, Heroku, AWS, Vercel, Courier, Turborepo, Docker, Stripe, Linux

**Go-to-Market:** Advanced Excel, Paid Advertising (Google & LinkedIn Ads), Inbound & Content Marketing, Sales Funnels, CRMs (HubSpot, Salesforce), Competitive Intelligence (SEMRush), Google Analytics