



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

Senior Product Manager Freelance (Sectors: Social / B2B2C / B2C Gaming) 2023

Defining the UX/UI of the products. Working with founders on strategy. Defining roadmap with developers.

- *Achievements: Developed 3 different apps in less than 1 year*

Co-Founder & 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*

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