



+20 Years of Experience
Product & IT Project Management
B2B / B2C - SaaS +15 Countries

Senior IT & Digital Product Project Manager with 20+ years of experience leading digital products, complex technology initiatives, and SaaS platforms in multinational environments. Extensive background in **delivery, operations, PMO, governance, technology modernization, and executive stakeholder management** (CEOs, CIOs, government leaders).

Proven track record of leading multidisciplinary teams, managing integrators and partners, and driving a strong focus on **metrics, quality, and outcomes**.

CONTACT

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Madrid

EDUCATION

Computer Engineering (Master's Level)
Polytechnic University of Madrid
1997–2003

MBA – Project Management
University of Alcalá
2015–2016

PERSONAL SKILLS

- Strategic Vision
- Leadership
- Communication
- Business Development
- Team Management
- Negotiation
- Critical Thinking
- Conflict Resolution
- Quality & Excellence
- Proactivity
- Responsibility

LANGUAGES

Spanish — **Native**
English — **B2**

INTERESTS

Technology · AI · Running · Cycling

FÉLIX MORENO ROBLES

Senior IT & Digital Products Project Manager (CPO · COO)
Senior IT Project/Program Manager · Head of Product · Digital Product · Operations · Technology · IT Delivery · CPO · COO · CPTO

PROFESSIONAL EXPERIENCE

Head of Product (CPO)
BK0OL

Sep.2021 – Dec.2025 · 4 years 3 months

Global direction of Product and delivery of the BK0OL ecosystem (Cycling, Fitness, Web SaaS). B2C business company. Member of the Executive Committee reporting to the CEOs.

- ▶ **Leadership & Scope:** Led the Product team/area: ~10 (POs/PMs, UX/UI, QA) + coordination of ~30 in the Technology area. Global product: 50,000+ users in 100+ countries.
- ▶ **Key responsibilities:** Vision, roadmap, discovery, prioritization and metrics. Portfolio governance, Product Lifecycle Management (PLM) and delivery processes. End-to-end project direction.
- ▶ **Modernization:** Drove platform stability and availability, reducing crash rate by several percentage points, decreasing technical debt and adopting modern practices (CI/CD, QA, SRE). Promoted architectural evolution to microservices and AWS modernization, **reducing costs by 30%**.
- ▶ **Business achievements:** Implemented new conversion-focused websites. Progress in product analytics (retention, cohorts, funnels). Supported In-App Purchases. Launched major improvements in promotions & campaigns, affiliation, internal tools optimization and R&D/Augmented Reality initiatives. Participation in M&A and Due Diligence.
- ▶ **Managed technology stack:** Led product strategy and functional direction of all technical teams, managing a full-stack environment: **Product/Business:** ChartMogul, Mixpanel, Mailchimp, GTM, GA4; **DevOps/Systems:** Sentry, GitLab CI/CD, Terraform, Docker; **Simulator:** Unity, C#, **Backend:** Java, AWS, microservices/event-driven architecture, MySQL, Redis, MongoDB, Python; **Native Mobile:** React Native, iOS/Swift, Android/Kotlin; **Web/SaaS:** PHP/Laravel, Node, Strapi, Next.js, React under Jamstack approach.

Head of Operations & Product (COO)
Xstream/Coregrid

Jan.2006 – Sep.2021 · 15 years 9 months

***Comprehensive management of operations, product and support, overseeing critical platforms in 15+ countries (justice, security, public sector, telecommunications).** Responsible for turnkey project execution, global maintenance and business continuity. Reporting to CEO.*

- ▶ **Project Management:** Led end-to-end implementations and complex technology projects, coordinating multicultural teams, multiple integrators and a broad portfolio of institutional and corporate clients. Managed SLAs, operational KPIs, critical incidents and massive deployments in mission-critical environments across justice, audiovisual archiving, integrated security, IPTV and digital signage, as well as audiovisual solutions and specialized projects for public and private sectors.
- ▶ **Product Portfolio & Architecture:** Managed the full product portfolio (Justice – Cicero/eFidelius, Audiovisual – Mediabox/Xcriba, Security – Broadview, digital signage, IPTV), defining roadmap, requirements, functional design and reference architecture. Led product adaptation for various countries and institutional clients.
- ▶ **Executive Relations & Strategy:** Direct liaison with Ministries, Parliaments, Judicial Authorities, regional governments and senior management. Responsible for technology governance, quality standards and ISO/IEC processes.
- ▶ **Key Clients & Institutions:** Experience deploying solutions for an extensive network of public administrations and entities including Ministries and Judicial Powers (Spain and +15 countries), Congress of Deputies, Portuguese Assembly, other Parliaments and municipalities, as well as strategic organizations such as AENA, DGT, CNI, Embassies and Prison Institutions, and multiple audiovisual, cultural and academic entities.
- ▶ **Highlighted Justice Experience:** Successfully led national/state implementations of judicial recording and audiovisual archiving systems, defining complex architectures (data centers, headquarters and thousands of courtrooms), adapting **Cicero/eFidelius** and its subsystems (kiosks, internal and citizen portals) and integrating them with case management systems. Coordinated requirements, teams and high-impact international deployments for Ministries and Judicial Authorities in 15+ countries.
- ▶ **Managed technology stack:** Technical leadership across infrastructure and systems: networks, OS, Active Directory, physical/virtualized servers and storages (Azure, VMWare, VirtualBox, Hyper-V), backup management (ARCserve/Veritas), application servers (JBoss, WebLogic) and streaming/video servers (Wowza, Helix, Nginx). Functional leadership over development teams using main stack: Java, Delphi, SQL Server, MySQL and Oracle.

Audiovisual & IT Project Coordinator
VITELSA

Nov.2003 – Jan.2006 · 2 years 3 months

Team leadership, massive migrations, coordination of audiovisual and technology projects in critical environments: justice, DGT, universities, public sector.

- ▶ **Project coordination & deployments:** Coordinated audiovisual and IT projects for public administrations and corporate clients, managing planning, large-scale deployments, deliveries and documentation.
- ▶ **Integration & technical commissioning:** Led integration tasks, simulations, testing and commissioning of new systems, ensuring stability and quality in critical environments.
- ▶ **Operational management & advanced support:** Administered corporate environments, communications and internal services, supporting enterprise tools and resolving incidents proactively.
- ▶ **Managed technology stack:** SGI Solaris/Unix and Windows Server/IIS systems; Oracle and SQL Server databases; MS Exchange, Terminal Server, Navision; CheckPoint firewalls (FW/VPN); backups; MS Streaming Servers, Cicero, C-nario; scripting with AWK, Perl, Batch and Shell; development in HTML, JavaScript, Java, ASP and C/C++.

SKILLS & COMPETENCIES

Professional Skills	Technical Skills
<ul style="list-style-type: none">▶ Project & Program Management: PMO · planning · risks · governance · technical teams · integrators · agile/hybrid▶ Product Strategy & Vision: roadmap · discovery · analytics (cohorts/funnels)▶ Technology & Operations: SaaS · architecture · QA · SLAs/SLOs · continuity▶ Risk management technical/operational and complex dependencies▶ Applied AI and automation for operational efficiency and decision support▶ Stakeholders: CEOs · Ministries · negotiation · executive communication	<ul style="list-style-type: none">▶ AI & automation: local/cloud LLMs, Make, n8n, generative AI, python▶ Cloud & infrastructure: AWS, Azure, virtualization (VMware, Hyper-V)▶ Systems: Windows/Linux administration, scripting (Bash, Powershell)▶ Databases: MySQL, SQL Server, Oracle▶ Networks & security: VLANs, routing, QoS, firewalls, perimeter security▶ DevOps & CI/CD: Git/GitLab▶ Audiovisual: professional A/V, IPTV, digital signage▶ Tools: MS Project, Jira, Confluence, Asana, Miro, Navision

CERTIFICATIONS

- ▶ PMI – Practical Application of Generative AI for Project Managers
- ▶ Microsoft Certifications: 70-480 Programming in HTML5 with JavaScript and CSS3, MPN Competency Application Development for Technical, 3-848684 Azure Technical Assessment for Application.
- ▶ ISO/IEC 15504 (33000), Advanced Digital Signage Specialist, Herta Face Recognition Integrator