



# 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)

BKOOL

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

*Global direction of Product and delivery of the BKOOL 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)

Xtrema/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

- **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

### Technical Skills

- **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

+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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## 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