

# DAVID FERNÁNDEZ

Product Manager with 3+ years of experience. Former Engineer. Data enthusiast. Curious. Doer. Prioritizer. Multiple-hat wearer. Avid Reader. Fitness addict. Growth mindset.

## CONTACT

+543513450901

FERNANDEZDAVIDEDUARDO@GMAIL.COM

[HTTPS://FERNANDEZDAVID.CO](https://fernandezdavid.co)

## PERSONAL PROJECTS

### POSDE (SEP 2019)

IMPROVE YOUR POSTURE WITH SHORT VIDEOS

[HTTPS://POSDE.CO](https://posde.co)

### THE PRODUCT INDEX (JUL 2019)

AN OPEN AND CURATED DIRECTORY OF THE BEST PIECES ABOUT PM.

[HTTPS://THEPRODUCTINDEX.COM](https://theproductindex.com)

### CUEVANA (2009)

THE #1 SITE TO WATCH MOVIES AND TV SHOWS ONLINE (12MM MONTHLY ACTIVE USERS IN 2011)

[HTTPS://EN.WIKIPEDIA.ORG/WIKI/CUEVANA](https://en.wikipedia.org/wiki/Cuevana)

## OTHER

**SVPG WORKSHOP (2017):** HOW TO CREATE PRODUCTS THAT CUSTOMERS LOVE (MARTY CAGAN)

## EXPERIENCE

### PRODUCT MANAGER

EX LABS | OCT 2019 - PRESENT

- Leading Product Discovery by conducting User Research

### PRODUCT MANAGER & CO-FOUNDER

READSMART | FEB 2019 - JUN 2019

- Conducted primary and secondary research to define the market opportunity and competitive landscape
- Validated demand with landing pages, Ad campaigns, and Mockups
- Launched and iterated MVPs based on user feedback

### HEAD OF PRODUCT & CO-FOUNDER

FALCON TRAIL | JAN 2018 - JAN 2019

- Conducted primary and secondary research to define the market opportunity and competitive landscape
- Led Product Discovery through User Interviews, Usability Tests and MVP tests
- Launched several MVPs on Desktop and Mobile to close the first clients in private beta

### PRODUCT OWNER

OLAPIC | NOV 2015 - NOV 2017

- Launched GA Integration feature to allow clients to combine their data with Olapic's, reducing support tickets by 90% and increasing NPS
- Launched Analytics Dashboard redesign based on Usability Tests to better proof Olapic's ROI resulting in NPS and Retention increase
- Launched QA feature for the Content Moderation team dropping publishing errors to ~0
- Launched Time Tracker feature for the Content Moderation team to prevent billing errors saving 15% of the total bill

### DATA ENGINEER MANAGER

OLAPIC | SEP 2015 - NOV 2017

- Built a Data organization, hiring and leading Data Infrastructure, Business Intelligence, and Analytics Product teams. (14 people)
- Led the "data-driven" mindset, making data accessible and enabling everyone to monitor their own KPIs by implementing Chartio tool
- Built a world-class Data Infrastructure to support the traffic volume of hundreds of enterprise clients such as Unilever and Walmart
- Built and launched all data-related products using Agile and Lean

## EDUCATION

### BACHELOR OF COMPUTER INFORMATION SYSTEMS

UNIVERSIDAD TECNOLÓGICA NACIONAL DE CORDOBA |

2007 - 2016