

Director of Product Development

Software Development | B2B2C | SaaS | Hospitality | Jira Administrator | Full Stack MERN Developer | CSPO

Phone +34 620 778 277  
Email ggarciacardiel@gmail.com

Location Barcelona, Spain

Expertise Digital Guest Experience (Cloud PMS & Online Distribution)  
Software Development Operations

About Me

I excel in transforming good ideas into successful executions, specializing in agile software product development—from concept through to production. Recognized for my cross-functional team leadership and commitment to customer-focused solutions, I identify and leverage selling opportunities effectively.

Colleagues and leaders value my dedication and problem-solving skills, while clients appreciate my quick, intelligent, and supportive approach. Skilled at managing multiple projects simultaneously, I thrive in dynamic, challenging environments.

Skills

Tech Stack

- Product Strategy and Vision Definition
- Stakeholder Reporting Engagement
- Data Driven Decision Making
- Agile and Lean Methodologies
- Cross-functional Team Leadership
- Market Analysis and Pricing Definition
- Customer Insights Research (Gainsight)
- Certified Scrum Product Owner
- Jira & Confluence Administrator
- ALM, JQL & ScriptRunner Proficient
- Relational and non-relational dB for Data Analysis. Tableau Practitioner
- Full Stack MERN developer
  - Git Source Code Management
  - HTML5, CSS3, TailwindCSS
  - Javascript, ReactJS, MaterialUI
  - NodeJS, ExpressJS, MongoDB
  - NextJS, Typescript,
- Web Services API Development
- Figma, Sketch Practitioner
- Microsoft Office Suite Proficient
- Microsoft Azure Practitioner (NLP)

Education

- Currently studying (2024) | AWS  
AWS Certified Cloud Practitioner  
CLF-C02
- April 2023 | Ironhack  
Software Engineering, Media  
Applications Web Development
- January 2016 | Cornell University  
Master Certificate in Financial  
Revenue Management
- June 2014 | Universitat Ramon Llull  
Bachelor's Degree in Tourism and  
Hospitality Management

Experience

- Shiji Group (Barcelona, ES)
  - Director of Product Development 2021 - Present  
I lead six product lines, managing a team of 10 Product Managers, 3 Data Analysts, 4 UX Designers, 7 QA and 30 developers. Reporting to the CPO & VP of Global Solutions.
  - Product Team Lead 2020 - 2021  
Led a squad of 2 Product Managers, 1 UX Designer, 1 QA and 10 developers, focusing on Guest Communications Integrations & Chatbot. Reported to the Director of Product.
- ReviewPro (Barcelona, ES)
  - Senior Product Manager 2018 - 2020  
Guided product strategy for key accounts, enhancing product offerings and client satisfaction. Managed Guest Satisfaction Surveys and Auto Case Management modules.
  - Product Manager 2016 - 2018  
Led product development and lifecycle management, aligning product solutions with customer needs and market trends. Managed Online Reputation and Semantic Analysis.
  - Key Account Manager 2015 - 2016  
Managed relationships and strategic initiatives for key clients (EMEA, APAC regions), driving growth and meeting targeted goals. Conducted face to face training sessions.
  - Junior Account Manager 2014 - 2015  
Supported account management tasks, fostering relationships and contributing to client retention and satisfaction.
- Barceló Hotel Group (Fuerteventura, ES)
  - Assistant Hotel Manager 2014  
Managing hotel operations for a 630-room facility, overseeing daily operations, staff coordination, and guest relations to ensure optimal efficiency and satisfaction.
- citizenM hotels (Amsterdam, NL)
  - Chain Reservations Coordinator (internship) 2013 - 2014  
Managed bookings and reservations across a 10-hotel chain, coordinating rates and distribution solutions. Reporting directly to the Revenue Manager.
- The Landmark Hotel (London, UK)
  - Front Office Receptionist (internship) 2013  
Managed front desk operations and concierge activities, providing superior and personalized guest services and luxury support.
- The Hotel Collection (Torquay, UK)
  - F&B Assistant (internship) 2012  
Supported food and beverage services, ensuring high standards of customer service and dining experience.

Languages

English  
Professional Proficiency  
Spanish, Catalan  
Native  
German  
Elementary

Articles & Projects

Supercharge Hotel Software Solutions  
online cv (full responsive)  
atmine app (mobile only)  
devault app (full responsive)  
multi-tenant backoffice (work in progress).  
messaging web-components