

Julián Genoud

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EU citizenship (Croatia)

Ex Google.

Product, Business & Design.

SUMMARY

The past 10+ years of proven track record of success in Silicon Valley, Latin America and Europe have seen me grow and evolve from a strong business individual contributor to a head of product heavily focused on e-commerce, design and strategy.

Proud of my mixed background and the well rounded business profile I have been able to develop.

My curiosity and hunger for solving problems led me to Google, elite sports (Real Madrid) and startups.

SKILLS

Team Management

Cross-functional teamwork
Prioritization
KPIs/OKRs setting
Sales & processes optimization
People growth

Product Management

Product/market vision and strategy
Product requirements
UX/UI Design
Agile & Scrum
AB testing mindset

Tools & Coding

HTML

CSS

SQL

Javascript

Hotjar

GitHub

Google Analytics

InVision

Google Optimize

Sketch

RELEVANT EXPERIENCE

Anima / Head of Product & Growth

Madrid (Sp) & Buenos Aires, Argentina / Jan 2016 - ongoing

- Currently managing a team of 5 Engineers (3 full-time employees), working under agile environment.
- Increased trials/installs rate by 2x through redesign of subscription page, onboarding and user flows in Pausa, a meditation app (like Headspace) serving Spain and Latam.
- Achieved -56% MoM in cost-per-lead and -12% MoM in cost-per-purchase in e-learning platform animaedu.com (June 2017), through holistic redesign of growth strategy.

Google / Product Specialist & Project Manager

Mountain View, CA / Apr 2013 - Jun 2015

- Led cross-functional global project to automate 90% of proactive activities for 80 full-time employees in Sales.
- DFP Small Business and AdExchange Yield Management & Global Product Specialist Lead (now Google Ad Manager).

Google / Business Development Strategist

Buenos Aires, Argentina / Jan 2012 - Mar 2013

- In first nine months, achieved 86% YoY growth in revenue (from 20% YoY) for Colombia/Central America top web publishers, through AdSense and Doubleclick AdExchange.
- Developed 2 tools for identifying high-potential clients (Tier 1 Check) and new revenue opportunities (The Bench) based on KPIs, applied globally.

Google / Associate Account Manager

Buenos Aires, Argentina / Mar 2010 - Mar 2011

- Reached average of 309% (2011) and 250% (2010) of quarterly proactive revenue targets managing Tier 1 accounts in Latin America.

EDUCATION

Bloc.io (2018 - exp Jan 2018)
UX/UI Designer Track (1000 hours)

Real Madrid/UEM (2015 - 2016)
Ms. Talent Identification in Football

U. de San Andrés (2007-2008)
Ms. in Economics Candidate

U. de San Andrés (2003-2007)
Bs. in Economics. Magna Cum Laude

HONORS & AWARDS

Google

- Promoted twice in first 2.5 years.
- Top 1% performance in Americas.
- Patent Filed GP-14952-00-US
- Golden Award 2010-2011
- 2° Prize LATAM Innovation.
- Global Optimization Revenue
- LATAM Optimization Revenue

World Economic Forum

- Selected Global Shaper (young leaders under 30s who are exceptional in their potential, and their drive to make a contribution to their communities).

LANGUAGES

- Spanish (native)
- English (bilingual)
- German (B2)
- Portuguese (B1)

FURTHER WORK EXPERIENCE

Real Madrid / Tactical Analyst
Madrid, Spain / Feb 2016 - June 2016

The World Bank / Short-Term Consultant
Buenos Aires, Argentina / Jan 2010 - June 2010

Inter-American Development Bank / Research Analyst
Buenos Aires, Argentina / May 2009 - December 2009

Interlat / Business Analyst
Buenos Aires, Argentina / Aug 2007 - Aug 2008

Deloitte / Audit Assistant
Buenos Aires, Argentina / Dec 2006 - Feb 2007

PERSONAL PROJECTS

Rondos Fútbol / Founder

URL rondos.futbol / Sep 2015 - ongoing

- Grew Facebook Page organically to 41k followers and Twitter account to 16K followers (as of Dec 2018).
- Launched 2 paid online Workshops (English & Spanish) on how to create beautiful football videos (~70 students).

Roma / Football Head Coach

Buenos Aires, Argentina / Mar 2017 - June 2017

- U13 Team. LiDE and AFA Tournaments.

SBEN Fútbol / Founder

former URL sben.com.ar / Mar 2009 - July 2015

- Coded and created mobile website (HTML5).
- Top Sports Blog in Argentina (2011 & 2014), acc. to Alexa.