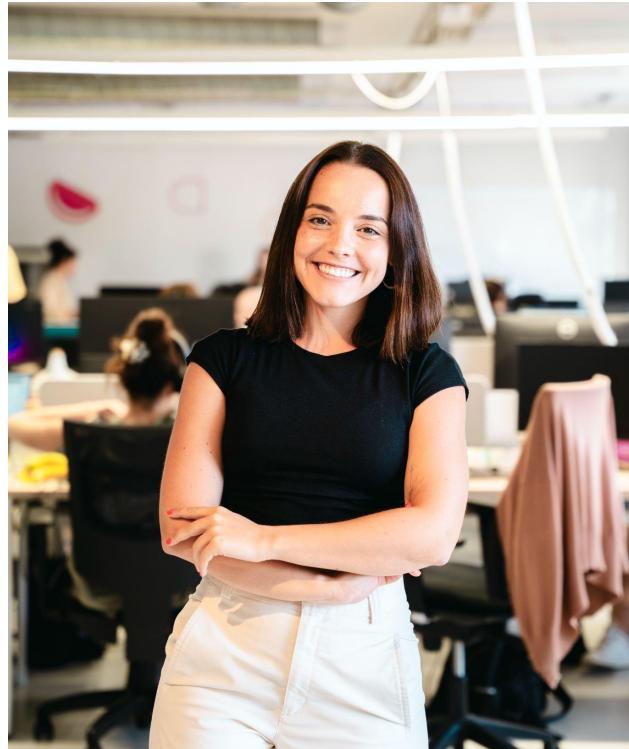# LARA MENÉNDEZ

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/laramenendez

Energetic, results-driven professional with a proven track record in product management, data analytics, and leadership. Passionate about driving innovation and achieving business growth, with experience across B2B SaaS, e-commerce, and consulting.

Data-driven and goal-oriented, I thrive on leading teams and fostering a collaborative work environment.

EXPERIENCE

VP Product
2023-PRESENT | ALOKAI (FORMERLY VUE STOREFRONT) / MACH ALLIANCE

- Lead product strategy, increasing adoption by 33%- net new ARR - and maturing the product function.
- Lead as IC product management for Alokai Console, boosting feature adoption.

Product Director, Storefront
2023 | ALOKAI (FORMERLY VUE STOREFRONT)

- Rebuilt product enabling scalability of the business (employee count) while keeping product market fit.

Product Director
2021-2023 | EMPATHY.CO

- Led product function during a 4.7x ARR growth and x7 employee count. Scaled product team from the ground up (7 PMs, designers, and product operations).
- Diversified revenue by expanding product portfolio: from enterprise clients to SMEs.

Data Product Manager
2021 | EMPATHY.CO

- Laid the foundations of product management to enhance customer engagement and drive successful case studies for sales growth.

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EXPERIENCE

Data Analyst
2019 | EMPATHY.CO

- Customer-facing role, enabling clients to optimize e-commerce search conversion.
- Key product stakeholder: guiding product evolution on Data & Analytics team.

Global Digital Analyst
2018-2019 | PULL&BEAR (INDITEX)

- Developed digital analytics strategies across 35 markets, supporting executive decision-making with data-driven insights for commercial teams.

Data Analytics Engineer
2015-2018 | MERKLE SPAIN

- Translate business needs into data collection and reporting solutions.
- Implementation of analytics systems using JavaScript and Tag Management & Analytics Tools (Adobe Analytics,Google Analytics).

EDUCATION

B.Sc. Psychology
ONGOING | UNED

Master's in Big Data & Analytics
2018-2021 | UNIR

Postgraduate in Digital Marketing
2016 | EAE

B.Sc. Telecommunications Engineering
2010-2015 | UNIV. OF OVIEDO

SPEAKER AT

E-commerce EXPO
LONDON 2022

Women in MACH Alliance
MADRID 2022

Berlin Buzzwords
BERLIN 2022

Women in Technology
REMOTE 2021