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Professional experience

January 2022 – Present
Senior Engineering Manager – FactorialHR

Responsible for the Core - Processes & Communications team.

- Led the development of a workflows system to automate HR processes, including employee onboardings. Impact: 40% of customers using the product 6 months after launch and an NPS of 60, the second highest of the entire product portfolio.
- Launched a modular approvals system for other domains to easily plug it in. Impact: Currently used by +80% of the user base, saving hours of dev time while providing a consistent UI.
- Led the development of an in-app Inbox that helps users stay up to date with the platform messages and to-do's. Impact: 65% of tasks assigned to users are completed.
- Rebuilt a broken custom alerts system. Impact: Reduced customer churn.
- Implemented a *bugs free* and *performance bottlenecks free* policy. Impact: 100% of bugs are resolved in less than 7 days. 100% of performance bottlenecks are resolved within 30 days.
- Currently leading a team of 7 engineers.
- Tech stack: Ruby on Rails, React, React Native, Mysql.

March 2021 – February 2022
Engineering and Product Lead – Tyme Education

Mixed role managing the Product & Engineering teams.

- Led the product discovery, development and launch of a B2B educational platform: a "Netflix-like" turnkey solution for large enterprises. Impact: 500k€ in contract revenue in the first 6 months.
- Revamped the company's B2C product, rebuilding the mobile app and creating the frontend from scratch. Technologies: Swift, React/Next.js. Impact: +200% increase in 30d retention.
- Tech stack: Php, Nodejs, React/Next.js, React Native, Postgres.
- Lead a team of 5 developers and a product manager.

2019 – 2021
Co-founding Software Engineer – Relevanzz

Co-founding engineer of a marketing automation platform focused on automating Facebook Ads for CRM purposes.

- Designed and built core parts of the backend, written in NodeJs/Typescript.
- Migrated the segmentation engine from Postgres to Clickhouse.
- Created the frontend design system.
- Built complex UIs, including a multi-level segmentation tool, or an ads creation component.
- Orchestrated development cycles using agile, writing user stories and creating screen mockups.
- Collaborated in the product & sales activities, bringing key leads including MSC Cruises, MasMovil, Nine West, PcComponentes, We Are Knitters, and Scanlan Theodore.

2015 – 2019
Head of Marketing & Co-Founder – Smilerepublic (Acquired by RS7)

Co-founder of Smilerepublic, an online teeth whitening brand focused on the Spanish market. I centered our growth around influencers, and the product was an instant hit.

- Generated over 1MM€ in revenue since year 1.
- Ran more than 500 collaborations, including some of the largest influencers in Spain.
- Developed a proprietary attribution model to predict an influencer's ROI.
- Introduced the product on Amazon FBA, where it became the best-selling teeth whitening product in its category 4 months after its launch.
- Engineering tasks: Built the entire ecommerce site, integrated the whole marketing & BI stacks, automated the fulfillment and logistics services.
- We sold the company in 2020 to RS7, a manufacturer and distributor of pharmacy products.

2011 – 2015
Country Manager Spain – PokerStars

I was responsible for the company's Spanish marketing, operations, and ultimately its PnL performance.

- Market share growth from 48% to 74%, more than doubling gross revenues.
- Rebuilt the local team onboarding top-talented professionals.
- Implemented the migration into a locally licensed market, handling the legal affairs, lobbying with the local administration, and leading a complex internal IT migration.
- In one year, my market became the internal role model in terms of execution. We had the top-performing KPIs in areas like TV advertising ROI, social media growth, or CRM promotions.
- Co-leaded the activation of Rafa Nadal and Ronaldo Nazario as Brand Ambassadors.
- Revamped the *Estrellas Poker Tour*, achieving all-time high numbers in player's participation.

2007 – 2011
CMO & Co-founder – caradepoker.com (Sold to PokerStars)

Co-founded an online poker company which became the third-largest operator in Spain, competing against large multinationals like PokerStars & FullTilt.

- Achieved 4M€ annual Gross Revenues with zero outside investment.
- Site traffic of +30,000MAUs
- Moved to Malta and built local operations from scratch.
- Recruited and grew a multidisciplinary team of 16 people.
- Sold the company to PokerStars in 2011.

Education

2015
Software Development Bootcamp, Hack Reactor, (San Francisco, USA)

1999-2004
Bachelor's degree & MBA in Business Administration, ESADE (Barcelona, Spain)

Specialization in Marketing. Honor degrees in "Brand Management" & "Design Management".

Languages

Spanish: Native (10/10)
Catalan: Native (10/10)
English: Excellent (9/10)