

GROWTH PRODUCT MANAGEMENT

Pedro Herrera

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Data-driven Growth Product Manager with experience in web product development, roadmapping, and A/B testing. Proven ability to optimize conversion funnels, increasing key metrics like LTV. Skilled in user research, requirements gathering, and competitive analysis, leveraging tools such as Google Analytics, Amplitude, and Hotjar to drive impactful product improvements. Adept at collaborating with cross-functional teams to deliver successful product launches and achieve ambitious growth targets.

SKILLS

Competitive Analysis, Product Development, Requirements Gathering, Stakeholder Management, Product Strategy, UX/UI Design.

Tableau, Google Analytics, Power BI, Figma, Amplitude, VWO, Optimizely, Hotjar.

LANGUAGES

English. Fluent – C2.

Spanish. Native.

PROFESSIONAL EXPERIENCE

Growing Companies Advisors (GCA), Consulting firm — U.S. (Remote)

Growth Product Manager (Noddok SaaS Application)

11/2023 – Present

- Led the design and development of key modules for Noddok, a SaaS B2B fintech platform for cloud-based accounting solutions (\$5MM impact), streamlining client workflows and enabling 20x faster documents processing.
- Drove 100% year-one revenue growth by redesigning the billing model, optimizing UX and implementing recurring subscriptions in collaboration with engineering and sales teams.
- Achieved 30% time-on-task reduction by shortening critical user journey and restructuring user interface, grounding product decisions in user interaction data.

Product Operations Specialist (Internal Operations Platform)

08/2022 - 11/2023

- Increased service adoption by 25% within three months by designing and implementing an automated proposal generator that simplified the quotation workflow and streamlined the sales process.
- Achieved 95% first-contact resolution rate by developing an automated ticket management module in collaboration with support and engineering teams, and by producing comprehensive documentation.

Industrias de Tapas Taime, C.A, Manufacturing company — Caracas, Venezuela

Quality Assurance Analyst

11/2021 - 08/2022

- Mitigated supply chain risks by up to \$250K per month for a manufacturing operation producing food, medicine and beverages caps (\$10MM market), by leading compliance initiatives in collaboration with operations, logistics, and compliance teams.

Loszen, Mobile app development startup — Spain (Remote)

Product Manager (Mobile B2C Application)

08/2020 - 11/2021

- Spearheaded the end-to-end development and launch of Compartaxi, a ride-sharing platform, from concept to deployment on Google Play and Apple Store, delivering innovative solutions to reduce transportation costs for users.
- Reduced user-reported errors by 20% within three months by conducting rigorous QA testing, analyzing user feedback, and optimizing critical user flows.

Industrias QProductos, S.A., Manufacturing company — Santa Cruz de Aragua, Venezuela.

Quality Assurance Analyst

11/2019 - 08/2020

- Reduced 25% of structural defects in a manufacturing operation producing water industrial grade tanks, preventing monthly losses of up to \$50K, implementing quality management frameworks and updating technical documentation.

ADDITIONAL INFORMATION

DataPM, GenAI pipeline for job-market intelligence.

- Independent project designing a system that processes job postings to extract required degrees, experience, and skills via a hybrid pipeline (LLM + rules) and returns a normalized dataset, ready for visualization in BI Platforms.

EDUCATION

Diploma in Business Management. Universidad de los Andes. Mérida, Venezuela.

09/2021

B.Sc. Materials Engineering. Universidad Simón Bolívar. Caracas, Venezuela.

07/2019

CERTIFICATIONS AND COURSES

Product Management. International Institute of Business Analysis (IIBA®).

02/2025