

PRODUCT MANAGEMENT

Pedro Herrera

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Product Manager with +3 years of experience driving end-to-end product development in SaaS and mobile environments. Proven expertise owning functional and technical scope, managing backlogs and leading cross-functional teams in agile settings to design and implement user centric solutions that drive results like 100% year-one revenue growth for the Noddok platform.

SKILLS

Product Strategy, Agile (Scrum, Kanban), Requirements Gathering, Stakeholder Management, Cross-functional Collaboration.

UX Design, Figma, Lucidchart, Jira, Confluence, Slack, Excel (advanced)

LANGUAGES

English. Fluent – C2.

Spanish. Native.

PROFESSIONAL EXPERIENCE

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

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