INNOVATION SPECIALIST

Pedro Herrera

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+5 years of experience managing product roadmaps and leading end-to-end projects in manufacturing and digital platforms. Specialized in crafting product strategies, leveraging user-centered design principles, and analyzing customer journeys to optimize workflows and enhance user satisfaction. Proficient in agile methodologies, collaborating with cross-functional teams to develop scalable solutions that drive operational efficiency and measurable business results.

PROFESSIONAL EXPERIENCE

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

Product Manager (SaaS platforms) 11/2023 - Present

* Led the design and development of GCA’s SaaS platforms ($5MM impact) specializing in cloud-based accounting solutions, delivering customer-centric web applications that optimized administrative efficiency.
* Increased revenue by 100% within the first year by redesigning the B2B SaaS billing model for Noddok, implementing recurring subscriptions and optimizing payment flows, in collaboration with multi-functional teams.
* Enhanced user retention by 30% within six months by analyzing the customer journey, tracking key metrics, and redesigning features such as the document conversion engine and subscription purchase flows.

Digital Product Specialist (SaaS platforms)08/2022 - 11/2023

* Increased user adoption of app services by 25% within three months by designing and implementing an automated proposal generator that simplified workflows, personalized quotes, and streamlined in-app purchasing processes.
* Reduced operational times by 30% in five months by redesigning user interfaces and workflows in billing and service management modules.

*Industrias de Tapas Taime, C.A, Caps manufacturer. — Caracas, Venezuela*

Quality and Business Analyst 11/2021 - 08/2022

* Led the quality and compliance processes of caps for food, beverages and pharmaceutical industries ($10MM market) ensuring adherence to international safety and quality standards, mitigating financial risks and supporting operational growth.
* Mitigated financial risks of up to $500K annually by updating and standardizing technical documentation and manufacturing processes, ensuring compliance with international safety and quality standards.

*Loszen, Mobile app development startup — Spain (Remote)*

Digital Product Specialist 08/2020 - 11/2021

* Led the launch of the Compartaxi app, a ride-sharing platform, from concept to deployment on Google Play and Apple Store, delivering innovative solutions to reduce transportation costs.
* Reduced user-reported errors by 20% within three months through rigorous QA testing and optimizing critical user interaction flows.

*Industrias QProductos, S.A., Industrial-grade water tanks manufacturer — Santa Cruz de Aragua, Venezuela.*

Quality Analyst 11/2019 - 08/2020

* Led quality control and defect-reduction initiatives for a high-volume manufacturing operation, improving product durability and customer satisfaction.
* Resolved 90% of defective product cases within one week, maintaining strong distributor relationships and ensuring timely resolution of customer issues.

EDUCATION

Diploma in Business Management. Universidad de los Andes. Mérida, Venezuela. 09/2021

B.Sc. in Materials Engineering. Universidad Simón Bolívar. Caracas, Venezuela. 07/2019

CERTIFICATIONS AND COURSES

Business Analyst (essentials). Microsoft, LinkedIn Learning. 01/2025

Product Management Course. Universidad de Palermo, Coursera. 09/2024

SKILLS

Product lifecycle management, resource planning, cross-functional collaboration, agile methodologies, risk management.

Project governance, data analysis, project documentation, MS Project, Jira, and Office Suite.

ADDITIONAL INFORMATION

Languages: Spanish (Native), English (Fluent).

Achievements: Hackathon Valenciaport, 2nd place in an international innovation competition, developing digital solutions for the port industry, organized by Opentop and sponsored by The Witheam (07/2024).

Hobby: Independent musical project as a self-produced singer-songwriter and musician, distributed on digital platforms ([Spotify](https://open.spotify.com/artist/4p8C4LGrzVD6hyjTLsT9v1?si=YsZEfqKWQ-yBKm3JhTF9QA)).