

RAFAEL JOSE SCHWARTZ SOLE

M.Sc. Entrepreneurship and Innovation

B.Sc. Mechanical Engineering

(+34) 697316445

rjschwartz@outlook.com <https://www.linkedin.com/in/rjschwartzsole/>

Randstad Spain

April 2022 - Current
Madrid, Spain

Senior Product Owner / Senior Concept Manager

- Lead a strategic project for a new business unit that will launch in 2023.
- Lead the development of processes and governance model to enhance the innovation process.
- Lead the implementation of new methodologies for product definition.

Verisure Securitas Direct

July 2019 - April 2022
Madrid, Spain

Product Manager

- Led a project to build the first cross-platform KPI & metric dashboards for C-Level Executives and MDs. Ensuring a common strategy and developing relatable structures and visualizations to track business performance.
- Led product feature definition together with cross-cultural R&D teams, markets, and other functions. Managing to ensure the most relevant proposition for our business and agile development.
- Narrowed the uncertainty of innovations by leading quantitative and qualitative research initiatives in several markets.
- Developed key innovations in the home access space that lead to two patents.
- Developed data-driven corporate storytelling strategies to secure resources and adjust messages according to the stakeholders.

October 2018 - July 2019
Madrid, Spain

Product Analyst

- Developed a relationship with a strategic supplier, tailoring a fundamental component for the product and ensuring the optimal installation for the company's go-to-market strategy.
- Led qualitative research in two of our countries with the management team, field technicians, and sales force to understand the product's local barriers.
- Developed and executed quantitative research to identify market-specific characteristics to ensure the product launch.
- Created the installation guides and other materials, simplifying a challenging installation process for our salesforce.
- Designed and analyzed research for the product's alpha test. We managed to understand critical enhancements that increase the user experience of the proposition.

June 2018 - October 2018
Malmö, Sweden

- Conducted market research to understand the competitive landscape for a new product domain.

- Led quantitative research with field technicians in five markets to understand the house topologies in our European regions.

Wuelto & Hecho en Venezuela Store

November 2016 - June 2017
Caracas, Venezuela

Chief Commercial Officer

- Developed the company's culture, principles, and values and led the implementation plan for the startup.
- Established the company's structure and multidisciplinary team. Participated directly in the hiring process and trained the team in different areas (Hunting, Activation, Operations, and Marketing).
- Optimized delivery times between times by developing all the internal processes for the four departments and establishing the workflow.
- Negotiated and developed relations with over 30 suppliers, ensuring a quality portfolio and supply for the first year of the business.
- Designed the brand plan and strategic deliverables for Wuelto and Hecho en Venezuela Store for the first year of the business.

Telares de Palo Grande

February - November 2016
Caracas, Venezuela

E-commerce Project & Export Manager

- Developed and managed the first cross-border e-commerce program in LATAM, expanding the brand's online market reach to 200 MM users in 6 new countries (USA, Canada, Mexico, Colombia, Chile, Peru) in three e-commerce platforms (Amazon, MercadoLibre, and Linio), establishing a new business unit within the company
- Developed the brand image, story, and communication guidelines for international markets, successfully introducing the brand to 6 new markets.
- Established the pricing strategy for each country and each platform, ensuring competitiveness in each market and profitability of the business unit.
- Created the logistic process to fulfill the ongoing cross-border program, delivering orders to customers within five business days from Caracas, Venezuela, and ensuring minimum costs.

April 2015 - February 2016
Caracas, Venezuela

E-commerce & Brand Specialist

- Increased 41% online monthly sales by developing relations with online retailers Linio and MercadoLibre, establishing product portfolio and marketing plans.
- Increased 19% online shop visitors by creating "the Seasons" calendar. Guiding new product development and marketing plans.

Procter & Gamble

July 2014 - February 2015
Caracas, Venezuela

Brand Management Intern

- Delivered \$3MM TDC savings in Fem Care's local production. Co-leading new package design, leading consumer tests, and commercial implementation.
- Developed a business intelligence tool that simplified seven distribution variables among all clients. Allowing stakeholders to make efficient business decisions.

RAFAEL JOSE SCHWARTZ SOLE

M.Sc. Entrepreneurship and Innovation
B.Sc. Mechanical Engineering

Education

Lund University Lund, Sweden	M.Sc. Entrepreneurship and Innovation (Corporate Entrepreneurship). <i>(August 2017 - June 2018)</i>
Universidad Metropolitana Caracas, Venezuela	Advanced Diploma in Financial Management. <i>(April 2016 - April 2017)</i> Advanced Diploma in Management of Innovation, Technological Development, and Applied Research. <i>(September - December 2015)</i>
Universidad Simón Bolívar Caracas, Venezuela	B.Sc. Mechanical Engineering. <i>(September 2008 - February 2015)</i>

Languages

- Spanish, mother language
- English, bilingual - TOELF iBT (112/120) Nov 2015
- German, beginner

Certifications

Data Scientists Career Path, Codecademy,, 2021. ([Link to credential](#))