

# Diego Fernandez

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## PROFESSIONAL SUMMARY

Accomplished Chief Product Officer with 25 years of progressive experience in Product Management. Demonstrated expertise in Go-to-Market, Product Launch, Pricing Strategy with a strong track record of driving innovation and delivering measurable business results.

## CORE COMPETENCIES

Go-to-Market

Product Launch

Pricing Strategy

Positioning

Marketing Collaboration

## PROFESSIONAL EXPERIENCE

### Chief Product Officer | Production Systems

2012 - Present | Denver, CO, USA

- Spearheaded product management initiatives that delivered 24% improvement in operational efficiency
- Led cross-functional teams of 15 professionals across multiple high-impact projects
- Architected and implemented Go-to-Market solutions resulting in \$318K annual cost savings
- Established best practices and mentored 5 team members, improving overall team productivity by 34%

### Chief Product Officer | SmartSolutions Inc

2010 - 2012

- Developed and maintained product launch applications serving 81K+ users
- Collaborated with product and design teams to deliver 6 major feature releases
- Optimized system performance resulting in 57% reduction in response time

## EDUCATION

### Bachelor of Science in Economics

London Business School | 1994