

# Rafael Pardo Ortiz

Madrid, Spain (relocating) | LinkedIn | rpardort@gmail.com | +34 673 357 464

## SUMMARY

### AI Product Manager | Treasury Automation | Building AI Agents

AI Product Manager specializing in financial automation. Building AI-powered treasury systems for €2B payroll and collections operations at HR-tech unicorn. Track record: reduced overdue debt 85% (€100M → €15M), supported €1.3B fundraising.

## EXPERIENCE

### Job&Talent (€2B valuation, VC-backed digital job platform)

Madrid, Spain (hybrid)

#### Product Manager, Treasury & Finance Automation

Nov. 2023 – Present

- Own product strategy for AI-powered treasury automation across 10 European markets, from initial business case through to implementation
- Led end-to-end treasury transformation: identified AI opportunity, built business case, defined product vision, secured executive buy-in, and transitioned from manual operations to AI-powered systems
- Designing AI agents using Claude (tool use, multi-step reasoning) to automate invoice matching and cash application. Targeting 50%+ automation rate, 5-10% DSO reduction
- Achieved 30% improvement in forecast accuracy in pilot phase
- Reduced overdue debt 85% (€100M → €15M) through data-driven collections optimization across 10 countries
- Built finance data infrastructure: Redshift-based data mart, Looker dashboards, 80% faster reporting

### Strategy Analyst (Fast-tracked promotions: Junior → Senior Analyst → Manager)

Jan. 2019 – Nov. 2023

- Designed financial models for €1.3B+ fundraising (BlackRock, SoftBank, Atomico); valuation grew 15x (€150M → €2.3B)
- Led analytics that reduced churn 15% → 9%, supporting €30M+ YoY growth
- Designed and built the first company-wide KPI framework adopted across 10 countries

### MRM Worldwide (Leading Digital Marketing & Strategy Agency)

Madrid, Spain

#### Growth Data Analyst

Feb. 2018 – Jan. 2019

- Devised SQL-based analytics models for Coca-Cola, IKEA, and Mahou, improving LTV, churn, and retention forecasting
- Automated reporting workflows, cutting down manual processing by 70% and increasing data accuracy

### Fintonic (Fintech startup)

Madrid, Spain

#### Business Analyst

Aug. 2017 – Nov. 2017

- Created financial models for KPI tracking and risk assessment in a marketplace lending environment
- Conducted analytical support for loan performance assessment & revenue optimization strategies

## EDUCATION

### IE Business School

Madrid, Spain

#### Bachelor in Business Administration (BBA)

Sep. 2013 – Jun. 2017

- GPA: 8.8/10 (top 5%). Finance Major. Additional coursework in Computer Science and Data Analysis
- Exchange program at University of Michigan - Ross School of Business (US). Summer school at LSE (London, UK)

## SKILLS

- AI & Product:** LLMs (Claude, GPT), AI Agents, RAG, Prompt Engineering, Product Strategy, Roadmapping, Cross-functional Leadership
- Technical:** SQL (Advanced), Python (data analysis, automation), Looker, TMS Systems (HighRadius)
- Domain:** Treasury Automation, Cash Forecasting, Collections, Credit Risk, Working Capital
- Languages:** Spanish (Native), English (Fluent, IELTS 8.0)

## CERTIFICATIONS

- Building with Claude API — Anthropic (Jan. 2026)
- Building toward Computer Use — Anthropic (Feb. 2026)
- Machine Learning Specialization — Stanford & deeplearning.ai (In progress at 40% completion, expected Mar. 2026)
- AI Product Management coursework — Reforge (In progress)

## ADDITIONAL INFORMATION

- Angel Investing:** Investments in early-stage startups (e.g. TaxDown). LP in Sketchnote Partners, a SEA-focused early-stage VC fund
- VC Research:** Analyzed 60+ startups for a research paper on the LATAM startup ecosystem commissioned by the World Bank