Susana Perez Posada

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Product Manager – Music-Tech | Content & Licensing Strategy

Product Manager with a strong background in content strategy and licensing within the music-tech industry. Experienced in leading agile product execution, scaling digital content ecosystems, and making KPI-driven decisions that balance user engagement with sustainable business growth. Skilled in cross-functional collaboration and building accessible, high-impact music learning experiences at scale.

Experience

Learnfield GmbH – Berlin, Germany

Product Owner – Trala (Violin Learning App) | 2025 – Present

- Lead agile product execution (Scrum), prioritizing backlog based on user impact, business goals, and technical feasibility.
- Translate strategy into experiments and iterative releases across the full product lifecycle (discovery → launch → optimization).
- Contribute to freemium and hybrid catalog strategy for 2026, aligning acquisition and monetization levers.
- Drive KPI-informed decisions (engagement, retention, feature adoption) to optimize roadmap priorities.
- Lead AI-first localization initiatives, projected to reduce time-to-market by ~80% and costs by ~90%.

Product Manager & Licensing Lead – Skoove (Piano Learning App) | 2022 – Present

- Scaled catalog from 300+ to 800+ songs within one year, increasing engagement by 25%.
- Designed themed collections aligned with marketing campaigns, contributing to iOS App Store featuring.
- Led license clearance for white-label piano manufacturer partnerships (B2B2C expansion).
- Contributed to closing and managing licensing agreements with major and independent publishers to maintain competitive positioning.
- Analyzed licensing costs against content consumption data to guide sustainable investment decisions aligned with margins.
- Conducted user surveys and data-informed evaluations to prioritize high-impact repertoire and improve premium funnel performance.
- • Led the end-to-end ideation and release of seasonal and strategic song collections, aligning product and marketing efforts to increase visibility and amplify acquisition impact.

Education

Master of Arts in Therapy & Education Sciences
 SRH Heidelberg University, Germany | 2020

Bachelor of Arts in Music
 EAFIT University, Colombia | 2014

Skills

Product Strategy & Roadmapping; Agile (Scrum); Backlog Prioritization; KPI & Growth Analysis; Experimentation & A/B Testing; Funnel Optimization; Content & Catalog Strategy; Music Licensing; Monetization Strategy; User Research

Tools: Jira; Confluence; Miro; Mixpanel; Google Analytics; App Store Connect

Languages: Spanish (Native); English (Fluent); German (Professional Working Proficiency)

Interests: Piano performance and arrangement; guitar and ukulele playing; bouldering; digital AI product development and sales; children's coloring book publishing