JOSÉ PEDRO MASSENA LINDO

Digital Global Product Manager

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EXPERIENCE

Global DTC Digital Product Manager

Danone

📅 08/2023 - Present   📍 Spain

- Led multiple cross-functional teams (people management +6) and stakeholder management to successfully launch a significant product initiative, resulting in increased market engagement.
- Negotiated with third-party vendors (PIM & Commerce Engine), securing favorable terms and reducing costs for the organization in international business transactions.
- Reduced costs for the organization, negotiating favorable terms with third-party vendors in an international business environment by conducting negotiations.
- Managed end-to-end DTC product solutions, collaborating with Engineering teams and suppliers for the timely delivery of 20 products.
- Developed and managed end-to-end DTC product solutions, ensuring timely delivery and quality by collaborating with Engineering teams and technology suppliers for 5 relevant markets.
- Implemented commerce engines, rating and review systems, and payment providers in the commerce ecosystem based on industry trends for 5 projects.
- Identified customer needs and trends, leading to the development of a product roadmap that increased customer satisfaction by 20%.

Professor of Advanced Marketing and Digital Marketing

Universitat Internacional de Catalunya

📅 01/2023 - Present   📍 Spain

- Guided students in generating and implementing new business ideas and practical implementation of digital marketing strategies.
- Market analysis including size, changes, competition, and customer understanding.
- Instruction on creating a basic product version, attracting investors, and setting smart goals (KPIs, OKRs) Key Performance Indicators, Objectives, and Key Results.
- Comprehensive teaching of the marketing planning process and training in effective idea pitching.
- Company analysis through research, identifying strengths and weaknesses.
- Explain how to understand the target audience and select optimal communication channels (social media, display ads, Google Ads, PPC, Paid Search, SEM, SEO, Content Marketing).

Global Digital Product Owner Web Mobile & IoT

Nestlé Nespresso SA

📅 04/2021 - 07/2023   📍 Spain

- Owned the vision and strategic direction for a ranking algorithm, resulting in a 20% reduction in friction points during the pairing flow within three months by creating an A/B Testing plan based on qualitative and quantitative data (Google Analytics).
- Led a major project to update the company's main systems, providing support to the development team with technical and business needs according the user research.
- Defined and managed eCommerce product roadmaps, ensuring alignment with business requirements and maintaining alignment with 10 KPIS/OKRs.
- Increased market share and revenue with successful go-to-market strategies, resulting in a 15% revenue growth on average.
- Refined algorithms based on data insights, contributing to broader commercial topics such as pricing and promotions.
- Identified Main Use Cases and business requirements for web components, supporting UAT testing, and ensuring alignment with 15 non-functional business requirements.
- Enabled fast development, testing, and deployment of new digital products globally, based on data insights, with an average of 20% reduction in time-to-market..

Global E-commerce Operations Manager

Nestlé Nespresso SA

📅 02/2019 - 04/2021   📍 Spain

- Provided expert insights, optimizing operations in both B2C and B2B channels, leading to the success of brand markets globally.
- Increased global e-commerce sales volume by 25% through digital marketing initiatives and product optimization.
- Optimized the global e-commerce budget, reducing costs by 15% while maintaining sales volume.
- Managed global e-commerce operations for 46 international markets.
- Oversaw the global e-commerce budget totaling millions annually.
- Defined and executed content strategy aligned with Marketing, CRM, Brand, Product, and Design objectives, user-centric and immersive content through data-driven strategies.
- Transformed the global e-commerce platform resulting in a 20% improvement in user experience, by leading digital transformation initiatives.
- Achieved a 30% increase in global e-commerce sales volume by implementing agile scrum methodologies.

EXPERIENCE

E-commerce Operations Coordinator B2B Channel

Nestlé Nespresso SA

📅 02/2017 - 01/2019   📍 Portugal

- Led efforts to create responsive website layouts using HTML, CSS, and JavaScript. Ensured a seamless and user-friendly experience for B2B Segment.
- Increased e-commerce sales by 100% through strategic digital marketing campaigns.
- Drove digital transformation initiatives for the e-commerce platform, resulting in a 90% increase in website traffic.
- Boosted e-commerce sales by 40% through Agile Scrum implementation.
- Oversaw digital marketing for a portfolio of 100 FMCG products.
- Successfully implemented global campaigns to enhance brand visibility and engagement. Collaborated in content creation and local digital assets (DAM) tailored to the unique needs of the B2B channel.
- Drove the strategy for digital channels, streamlining back-office operations. This initiative aimed at simplifying processes and enhancing efficiency, contributing to a more seamless workflow and overall operational effectiveness.

Front-end Developer UI Designer

Wildsmile

📅 01/2016 - 01/2017   📍 Portugal

- Implemented front-end solutions resulting in a 35% increase in website conversion rate for Wildsmile.
- Maintained and optimized the user interface for a total of 3 web applications for Wildsmile.
- Managed the front-end development for 5 new e-commerce projects for Wildsmile.
- Developed the front-end for a total of 7 web applications for Wildsmile.
- Improved the user experience for Wildsmile's website leading to an 80% decrease in bounce rate by implementing new UI/UX features.
- Implemented front-end solutions resulting in a 20% improvement in load time for 3 web applications at Wildsmile.

EDUCATION

Professional Scrum Product Owner - Advanced

Scrum.org

📅 2023

Master of Digital Marketing

Ramon Llull University

📅 01/2022

Bachelor in Cinema, Video and Multimedia Communication

Universidade Lusófona de Humanidades e Tecnologias

📅 01/2013

SUMMARY

Results-driven Global Digital Product Manager with a passion for leveraging technology to drive business growth. An entrepreneurial mindset combined with expertise in product strategy, market analysis, and customer segmentation. Skilled at leading cross-functional teams, negotiating with vendors, and developing end-to-end Direct-to-Consumer solutions. Seeking to bring analytical skills and agile methodology experience, a dynamic and challenging environment dedicated to revolutionizing the home improvement industry.

CERTIFICATION

Professional Scrum Product Owner II   **Professional Scrum Product Owner I**

Google Analytics Individual Qualification

LANGUAGES

Portuguese
Native

Ensligh
Proficient

Spanish
Proficient

SKILLS

Digital Marketing   Product Management   Scrum Methodology   DAM   Digital Transformation