

EXPERIENCE

Blizzard Entertainment – Irvine, California

October 2017 – February 2019

Product Manager

- Led a cross-functional team to produce Blizzard's Overwatch Collegiate program. Owner of the overall program including: web, technology platform, partnerships, publishing, broadcast, events, legal, and tournament operations. Full P&L responsibility.
- Achieved over 100% YoY growth in terms users and 400% YoY growth in varsity teams competing in the tournament by improving the go-to-market strategy through realizing synergies across different departments, and by redesigning components of the product to better cater towards the different users and their needs.
- Designed and executed a first-of-its-kind partnership with the Fiesta Bowl organization to produce the first ever esports bowl game at Arizona State University increasing the legitimacy of esports among traditional sports and resulting in an improved experience for all the participants in the program.

Loot Crate – Los Angeles, California

June 2016 – October 2017

Associate Brand Manager

- Undertook full P&L ownership of multimillion dollar products Loot Wear, Loot Pets, and Star Trek Crate that ship products to 35 countries. Led and managed a cross-functional team involved in the entire product value chain; ideation, design, manufacturing, marketing, distribution, customer support, technology, web, legal, partnerships, and licensing.
- Spearheaded the launch of a new product, Star Trek Crate, from ideation to execution. Used quantitative and qualitative user data to identify the need for this product, which provided the highest volume of pre-sales in the company's history.
- Improved the user experience by designing the user flow and communications strategy for new customers resulting in a less frictional and more engaging process that increased conversions 10%.
- Conducted research to identify and redesign communication strategy for dunned customers reducing dunning by 50%.

Cow Level – Madrid, Spain

2012 – 2015

CEO & Co-Founder

Founded the first company in Spain to distribute video games and merchandise exclusively through an e-commerce platform.

- Developed business model and financial strategy achieving a revenue growth of 1,000% YoY.
- Oversaw the design of the entire UX/UI of our in-house made e-commerce platform, including shopping cart, API integration with our logistics partner, account managements and the rest of features within our site.
- Pioneered in online marketing practices in closing deals with influencers, increasing web visits by 800% MoM.
- Successfully negotiated with Microsoft to be the only smallcap in Spain to have access to units of XBOX ONE at launch.

Santander Private Banking International – Miami, FL

2010 – 2011

Analyst

Identified key investment opportunities in US, Latin American and Spanish commercial real estate markets for ultra-high networth individuals.

- Closed real estate deals to acquire bank branches in New York, NY and Spain, a hotel in Spain, a public parking lot in Peru, and various commercial operations throughout the US totaling over \$1B.
- Developed business by creating a client cross-referral model between the private bankers at the International Private Banking division in Miami and those at the National Private Banking division in Mexico.

EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA

May 2017

Master of Business Administration & Graduate Certificate in Technology Commercialization

- *Founder:* Marshall Interactive Gaming Association. First video game industry-focused recruiting club at USC Marshall.
- *Membership:* High Tech Association, Consulting and Strategy Club, and American Finance Association.

Centro Universitario de Estudios Financieros, CUNEF – Madrid, Spain

July 2010

Master of Science in Finance

Universidad Alfonso X el Sabio – Madrid, Spain

June 2009

Bachelor of Business Administration

ADDITIONAL INFORMATION

- Interests: Technology, Servant Leadership, Design Thinking, Drumming, Fitness, Meditation.
- Community Involvement: Juegaterapia - Spanish non-profit supporting children with cancer.
- Languages: Spanish (native), English (fluent); German (conversational).