# Luis Manuel Rodriguez-Martin

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| **Professional Services Product Manager** @ IBM Cloud Garage / Analytics Lab Svcs | Jul '17 – Nov '18 |
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Created and refined the content, positioning, and go-to-market strategy of enterprise software consulting packages.

Positioning & Strategy: Conducted competitor analysis and led resulting updates to website content by GTM team, marketing collateral for sales teams, and relationship management processes with customer success teams.
Cross-Team Collaboration: Led the design and execution of experimental cross-business client engagement initiatives to serve unmet client needs, validate new sales channels, and improve pre-sales conversions by 30%.
Product Development: Conducted customer discovery using design thinking methods, producing prioritized use cases and requirements to build 5 MVPs for clients in the education, energy, and financial services industries.
User Research: Developed customer personas and journey maps to complement market-sizing analyses in go / no-go decisions for new service offering proposals.

| **Mobile Check Deposit User Research Consultant** @ Mitek Systems | Sept '16 – Jan '17 |
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Designed and conducted experiments for Mitek's mobile check deposit product team. The experiments leveraged customer surveys and interviews to identify user adoption insights allowing Mitek to determine ROI of further research.

| **Procurement Manager** @ World Telecom / Grupo Mundotel | Jul '14 – Sep '15 |
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Managed $2M in equipment and materials purchases and logistics across more than 100 projects. Streamlined procurement request and approval times by 50% to keep client projects on schedule.

Metrics: Defined KPIs and crafted action plans with internal and external stakeholders to increase margins by 5%.
Cross-Team Collaboration: Oversaw implementation of cloud-based collaboration tools that eliminated cross departmental communication silos and streamlined workflows.

| **Product Manager** @ Preo Mobile Ordering | May '13 – Jun '14 |
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Employee #4. Managed customer discovery, product development, and ops of a B2B2C mobile beverage ordering app.

Demand Gen & Growth: Designed & implemented a user adoption framework that grew the active user base 60% MoM to 10,000 in 8 months.
Roadmapping: Developed and prioritized 6-month product roadmap balancing user, customer, and team requirements.
Leadership: Led a team of 2 engineers and 2 designers to build, test and release features using agile methodologies.
User Experience: Analyzed qualitative and quantitative user data to drive app redesign that increased orders by 60%.

| **Business Development Associate** @ Urban Green Energy | Apr '12 – Dec '12 |
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Managed full sales lifecycle with 8 partners across LatAm, including lead generation, market research, and technical project scoping, increasing YoY renewable energy system sales 31% to $190K, with a 2013 pipeline of over $1MM.

| **Analyst, Operations Divisional Finance & Strategy** @ Goldman Sachs | Dec '08 – Apr '12 |
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Analyzed financial and operational data to generate reports, presentations, and recommendations for divisional leaders.

Project Management: Managed projects that identified and eliminated $800k in operational inefficiencies.
Solutions Scaling: Used SQL and Excel VBA macros to automate reporting and increase team bandwidth nearly 91%.

## EDUCATION & SKILLS

| **M.B.A. – Marketing & Analytics** | **B.Sc. – Industrial Engineering** | **Product Management Certificate** |
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| University of California, San Diego | Worcester Polytechnic Institute | Product School, San Francisco |
| Sep '15 – Jun '17 | Sep '04 – Jun '08 | Oct '18 – Dec '18 |

| **Data Analytics** | **Project Mgmt** | **Programming** | **Wireframes** | **Pragmatic Marketing** |
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| *MS Excel, R, Radiant, SQL* | *Trello, JIRA, Aha* | *HTML, CSS, JS WordPress, VBA* | *Balsamiq, InVision, Mural, Keynote* | *Foundations Certification Focus Certification* |