

Luis Manuel Rodríguez-Martín

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PROFESSIONAL EXPERIENCE

Professional Services Offering Manager, IBM Cloud Garage & Analytics Lab Services

Jul '17 – Nov '18

- Led market-sizing assessment and no-go decision for proposed online micro-consulting offering in first 90 days
- Designed and directed experimental client engagement efforts, increasing Garage visit conversion rates by 30%
- Conducted regional competitive research to increase SF sales pipeline, prioritizing and delegating action proposals
- Facilitated design-thinking workshops with 5 enterprise clients to define scope and priorities for MVP build-outs
- Created marketing and training collateral enabling 1,000+ IBM sellers to strategically position services opportunities

Mobile Check Deposit User Researcher, Mitek Systems

Sept '16 – Jan '17

- Designed and conducted user research, including surveys and interviews, with 36 target users of mobile product, performing cluster analysis and delivering findings & recommendations to product management leadership team

Procurement Manager, World Telecom / Grupo Mundotel

Jul '14 – Sep '15

- Managed \$2M just-in-time materials procurement strategy and logistics across US and MX to support 100+ projects, reducing procurement lead times 50% by implementing new request and approval processes
- Eliminated cross-departmental communication silos and streamlined workflow efforts by researching, implementing, and evangelizing use of cloud collaboration tools

Product Manager, Preo Mobile Ordering

May '13 – Jun '14

- As employee #4 - managed all technology, logistics, and service elements to grow Preo's user base to 10,000+ in under 8 months with bootstrapped budget
- Developed strategic product roadmap and documented best practices to accelerate expansion to 15 pilot venues
- Directed customer development efforts, including event series, to validate product-market fit and gauge traction
- Tracked app performance and user feedback to lead engineering team in prioritizing features and improvements
- Worked with 2 designers and media consultants to create and measure success of guerrilla marketing campaigns
- Led website redesign using WordPress to optimize flow and messaging after collaborating on rebranding effort

Business Development Associate, Urban Green Energy

Apr '12 – Dec '12

- 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

- Produced scheduled and ad-hoc variance analysis and reports on expense, headcount, and volume metrics for senior leadership, identifying annual cost savings of \$400K+ by eliminating underutilized market data licenses
- Collaborated in preparation of the division's \$1.5b budget for Firmwide Finance Committee review and approval

EDUCATION

Master of Business Administration

Marketing & Business Analytics

University of California, San Diego

Sep '15 – Jun '17

Bachelor of Science

Industrial Engineering

Worcester Polytechnic Institute

Sep '04 – Jun '08

Product Management Bootcamp

Product Management Certificate

Product School, San Francisco

Oct – Dec 2018

SKILLS

Data Analytics

MS Excel

Radiant

SQL

Bilingual

Spanish

English

User Experience

Survey Design

Design Thinking

Wireframing (Balsamiq)

Pragmatic Marketing

Foundations Certification

Focus Certification