

Sebastián Zapata

Digital Product Manager

 [Website](#)

 [LinkedIn](#)

- Barcelona, Spain
- +34 603 436 103
- sebastianzapata18@gmail.com
- Nationality: Peruvian/Spanish

Areas of Expertise

- Digital Product Management
- Lead Generation
- Digital Marketing Strategy
- Team Management & Leadership
- User Experience
- Customer Service
- Analytics
- Sustainability

Technical Skills

- Understanding UX/UI Design; Visual Hierarchy, Design System, etc.
- Figma
- HTML and CSS
- Crazyegg
- WordPress
- User Zoom
- Agile methodologies

Languages

- Spanish – Native
- English – C1

Links and Credentials

- [Ai for Product Management](#)
- [Product-led Certification](#)
- [Foundations of User Experience](#)

About

Dynamic professional with expertise in digital product management, agile methodologies, and business development. Passionate about enhancing customer experiences and driving innovation. Proven ability to lead digital transformations and collaborate across teams to achieve business growth. Skilled in strategic planning, user experience, and leveraging analytics for decision-making.

Education

2020 – 2021	EAE Business School International MBA Awarded with the entrepreneurship grant.
2013 – 2013	Peruvian University of Applied Sciences Specialisation in Marketing
2005 – 2011	University of Piura Bachelor’s Degree in Services Administration

Experience

Clicker	Clicker Product Manager & Co Founder Jan 2020 – To date • Oversaw the entire product lifecycle from research and ideation to roadmap, development, launch, and distribution, contributing to a historic \$80MM in sales to B2B clients, representing over 4,700 cars sold. • Prioritized the product backlog, driving a 30% increase in operational efficiency through integrations, process streamlining and implementing an internal CRM. • Leveraged data analytics and research to guide product decisions, resulting in a 10% reduction in product development time and improving product-market fit. • Managed company finances and implemented strategic decisions that enabled the company to operate as a 100% bootstrap startup. • Designed and launched websites for both Peru and Europe, applying UX/UI principles.
North	The North Studio Product Manager Apr 2022 – Jun 2024 • Developed initiatives at <i>CaixaBank’s Onboarding Lab</i> to optimize the digital onboarding process for authorized signatories, coordinating with external UX, front-end, and back-end teams and applying Scrum to deliver value every two weeks while meeting stakeholders’ business goals. • Created user stories, features, and initiatives to guide development and prioritize tasks. • Led the <i>Cofidis</i> UX web redesign by using Kanban, conducting usability tests and interviews, and analyzing heatmaps and Google Analytics data to make informed decisions. • Contributed to the launch of the new InOne app at <i>CaixaBank Payments & Consumer</i> division by creating functional specifications, product requirements, and roadmaps for stakeholders. • Conducted usability testing and user interviews to identify new opportunities and trends for strategic decision-

Entrepreneurial Experience

Co-Founder | Clicker Perú, 2020 – To date

- Recognized as one of Forbes Perú's Top 100 Startups of 2023 for Clicker.
- Secured funding as the winner of the StartUp Perú 8G+ program for Clicker.
- Awarded the Entrepreneurship Grant at EAE Business School.

Co-Founder | Wanaku Travel, 2014 – 2015

- Signed a 3-year agreement with SERNANP (National Parks and Protected Areas Service) –Ministry of the Environment (Peru) to promote sustainable tourism.
- Developed a travel e-commerce website where travellers could book adventure travel and customised tailored activities in Peru's natural protected areas.

Hobbies & Interests

- Sports
- Technology
- Reading



- Collaborated with *CaixaBank's* UX/UI team to propose and evaluate different UX alternatives aimed at improving usability and conversion rates at CPC finance options in the *IKEA* checkout process, while considering compliance and legal requirements.
- Conducted an analysis of data from the App Store and Play Store for three different apps (*Mediamarkt*, *IKEA*, and *FNAC*) to identify critical insights.

● Acción Climática

Country Manager | Aug 2018 – Feb 2020

- Built strong relationships with government bodies, private sector leaders, NGOs, and international organizations to foster collaboration on climate change initiatives and drive the organization's objectives.
- Organized exclusive climate events, such as one that was 100% self-financed by participants, which enabled the participation of key figures from *Peru's Ministries* and the *Chilean Embassy*, enhancing the organization's visibility and influence.
- Led the Peruvian operation to reach the break-even point in less than 6 months.
- Achieved 11 new affiliates, including prominent companies such as *Antamina*, *Tasa*, and *Ferreycorp*, within 6 months.



● Acceso Crediticio

Head of Innovation & Development | Oct 2017 – Apr 2018

- Managed nationwide digital sales channels and retail loan campaigns, focusing on KPIs and social media lead generation.
- Increased monthly call center sales by 20% and achieved the sales objectives in traditional and digital products, which represented a monthly loan placement of \$/16MM.
- Supervised 2 direct reports, streamlining processes to improve efficiency.

Head of Digital Products | Mar 2017 – Sept 2017

- Led the Digital Transformation Project, overseeing CRM implementation, adoption of Agile methodologies (Kanban, Scrum), development of a DataMart, and creation of digital channels including a self-evaluation website, Facebook chatbot, and applications.
- Implemented a CRM system for the call center, enhancing real-time response times to digital leads.
- Developed a virtual credit verification tool, reducing processing times from 4 days to 10 minutes.
- Managed a team of 4 direct reports.



● Interbank

Product Analyst Car loans | Apr 2015 – Feb 2017

- Organized the Interbank Auto Show, Peru's largest automotive event, fully self-financed by car dealers.
- Developed strategy and managed marketing budget of \$400k/year, overseeing campaign briefings and approvals.
- Coordinated 16th to 19th editions of the event, achieving 40%-50% month-over-month sales growth.

Product Assistant Car loans | May 2013 – Mar 2015

- Enhanced sales team effectiveness by 4% through commercial support and training programs.
- Enabled the higher loan disbursements through streamlining workflow for payment of commissions to out-of-state sales force.