

Sebastián Zapata

Product Marketing Manager | B2B SaaS

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PROFESSIONAL PROFILE

Product Marketing Manager with 10+ years of experience across digital products, B2B SaaS, growth, and go-to-market execution. I have worked both in corporate environments and as a startup co-founder, where I helped build a SaaS-enabled marketplace from zero to Forbes Top 100 LatAm and completed a strategic equity exit in 2025. I focus on translating complex products into clear positioning, strong messaging, practical use cases, and sales materials that help teams explain value better and drive adoption. I'm used to working closely with Product, Marketing, Sales, Content and Operations teams, combining customer insights, market research, competitive analysis, and funnel data to support launches and improve performance.

SKILLS & CAPABILITIES

Product Marketing & GTM

Positioning & Messaging • Go-to-Market Strategy • Feature Launches • Use Case Development • Sales Enablement • Competitive Intelligence • Customer Research • Pain/Gain Framework • Portfolio Messaging

SaaS, Growth & Analytics

Product-Led Growth • Funnel Optimisation • Activation Metrics • Conversion Analysis • KPI Reporting • GA4 • Microsoft Clarity • A/B Testing

Product & Technical Collaboration

SaaS Product Management • Agile Delivery • Roadmap Alignment • User Stories • Engineering Collaboration • Regulated Digital Products

Collaboration & Delivery

Cross-Functional Leadership • Stakeholder Management • Sales Collaboration • Content & Brand Collaboration • Data-Driven Decision Making

Languages

Spanish (Native) • English (C1)

EXPERIENCE

Product Manager | EAE Business School | 2025-Present

- Led GTM definition and launch of a portfolio of 30 Master's programmes (avg. €15K ticket), owning value proposition, positioning, and messaging across web, landing pages, and CRM flows - coordinating execution with marketing, content, commercial, and technical teams.
- Designed and launched a Web Publication-based digital sales platform that centralised programme communications and contributed to a 5-8% uplift in assisted conversions - demonstrating ability to tie product marketing decisions to measurable commercial outcomes.
- Defined portfolio messaging frameworks and content hierarchy across 30+ programme pages, ensuring consistent positioning and clear articulation of value propositions for prospective students and commercial partners.
- Led market and UX research initiatives (organic traffic analysis, card sorting, user focus groups) to validate positioning hypotheses and inform navigation, content, and launch decisions across transactional pages.
- Instrumented previously non-measurable digital assets using Microsoft Clarity and custom metrics, enabling data-informed iteration, funnel performance reporting, and continuous optimisation of launch outcomes.

Co-Founder & Product Manager | Clicker Perú - B2B SaaS Automotive Marketplace | 2020-2025

[Forbes Top 100 Startups in LatAm](#) • [Startup Perú 8G winner](#) • [Strategic equity exit 2025](#)

- Built the company from zero with a lean, startup-driven approach, defining the product vision, B2B GTM strategy, positioning, business model, and revenue mechanics for a SaaS-enabled marketplace serving dealerships, fleet operators, and automotive partners across Peru.

- Built sales enablement materials, pitch narratives, objection-handling arguments, and buyer-specific use cases to support commercial conversations with dealerships, fleet operators, and automotive partners - directly contributing to pipeline conversion and revenue growth.
- Conducted ongoing customer pain analysis, market research, and competitive intelligence to define and iterate product positioning across buyer personas, ensuring messaging resonated with distinct audience segments.
- Drove product-led growth strategy, optimising activation, retention, and conversion funnels; reduced development cycles by 10% through tighter alignment between product priorities and GTM execution.
- Launched and iterated the core platform, enabling \$80M+ in B2B transactions and 4,700+ vehicles sold - validating the GTM approach and demonstrating measurable revenue impact of product marketing decisions.
- Led multidisciplinary teams across product, engineering, sales, and operations; increased operational efficiency by 30% through automation and internal tooling.

Product Manager | The North Studio | 2022-2024

- Worked on regulated fintech product flows at CaixaBank's Onboarding Lab, translating compliance-heavy requirements into user journeys, feature requirements, and customer-facing narratives in close collaboration with UX, engineering, and business stakeholders.
- Led the Cofidis web UX redesign, combining usability testing, customer interviews, and behavioural data (heatmaps, analytics) to validate messaging, interaction decisions, and content positioning.
- Contributed to the InOne app launch, consolidating three legacy partner apps (FNAC, MediaMarkt, IKEA) into a single platform - requiring cross-functional alignment on product narrative, UX patterns, and stakeholder requirements.
- Owned and prioritised product backlogs, translating business and regulatory requirements into user stories and delivery-ready features within Scrum and Kanban delivery models.

Country Manager | Acción Climática | 2018-2020

- Operated as a startup-driven membership model, reaching break-even in under 6 months; acquired 11 corporate affiliates and built partnerships with ministries, embassies, and international agencies.

Head of Digital Products & Innovation | Acceso Crediticio | 2017-2018

- Owned digital and sales channels roadmap across two consecutive roles (4 and 2 direct reports respectively), driving +20% Contact Center sales growth and ~S/16MM in monthly credit placement; launched CRM, DataMart, and automation tools reducing credit verification from 4 days to 10 minutes.

Product Analyst | Interbank - Car Loans Division | 2013-2017

- Managed Peru's largest automotive event (Interbank Auto Show, 4 editions) and oversaw a \$400K annual marketing budget, contributing to sustained 40-50% MoM sales growth.

ENTREPRENEURIAL ACHIEVEMENTS

- Strategic equity exit completed in 2025.
- Forbes Top 100 Startups in LATAM - Clicker.
- Winner of Startup Perú 8G, a government-backed innovation funding program.
- Awarded with the entrepreneurship grant - EAE Business School.
- Built, launched and scaled digital products end-to-end.

EDUCATION

IMBA - Master of Business Administration | Universitat Politècnica de Catalunya (UPC) 2020-2021

Bachelor in Services Administration | Universidad de Piura 2005-2011

INTERESTS

Tech • SaaS Products • Travel Tech • Ecommerce Platforms • Product Analytics • User-Centered Design