



PABLO CRESPO

Industrial Engineer, with curiosity for how everything works and great ability to understand any problem that arises.

Always with a smile, big challenges make me happy:

- Organizing chaos
- Solving the impossible
- Managing the unmanageable

♥ 01/03/1986

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EXPERIENCE

LAUNCH MANAGER / SENIOR PRODUCT MANAGER
LETGO

2015 - 2023

- Coordination of "**Search**", "**Platform**" and "**B2B**".
- **Conceptualization** and development of new ideas.
- **Prioritization** according to business value and main KPI.
- Definition of technical specifications in **high impact projects**.
- Responsible of **A/B tests**: dashboards and visibility.
- **OKR** definition and **KPI awareness**.
- Coordination of the **image recognition** processes.
- Hiring and training of the **freelance team** (50+ people).
- Implementation of the **ticketing system**.
- Initial management of **content** (23 countries).
- Implementation of the **translations** system (18 languages).

CHIEF OPERATING OFFICER
NONABOX

2012 - 2015

- Managing more than **100,000 shipments** in **6 countries**.
- Organizing the **internationalization** strategy.
- Further **centralization** of the operations to Madrid.
- **Negotiation** with suppliers and logistic operators.
- Planning **new business models** such as Online Shop and Diapers Subscription.
- Designing cohorts and other tools for the **analysis**.
- **Scrum Master** of a 30 people team.
- Management of the **Customer Care** team.
- Management of the **Web Development** team.

OPERATIONS AND LOGISTICS
GLOSSYBOX

2011 - 2012

SKILLS

Critical thinking, efficiency, troubleshooting.
Social skills. Leadership.
Crisis management. Negotiation skills.

QUALITIES

Great learning ability.
Automation capability through macro programming.
SQL, Excel, Jira/Confluence, balsamiq and multiple tools.

COMPUTING

English (C1). French (B1).
Spanish Sign Language (A1).
Spanish (mother tongue).

LANGUAGES

EDUCATION

INDUSTRIAL MECHANICAL ENGINEER
UNIVERSIDAD PONTIFICIA COMILLAS (ICAI)

2004 - 2012

ACHIEVEMENTS

WAYRA STARTCAMP FINALIST

2013

BUNGEE JUMPING MONITOR

2010

THIRD PLACE NATIONAL CAPOEIRA CHAMPIONSHIP

2009

FIRST PLACE LOCAL CHESS CHAMPIONSHIP

1995