



PABLO CRESPO

Industrial Engineer,
curious about everything,
with the ability of
understanding and solving any
issue that may show up.

Always with a smile, big
challenges make me happy:

- Organizing caos
- Solving impossible
- Managing unmanageable

♥ 01/03/1986

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EXPERIENCE

LAUNCH MANAGER / PRODUCT OWNER

2015 - present

LETGO

- Coordination of "**Search and Discovery**" squad.
- **Conceptualization** and development of new ideas.
- **Prioritization** according to business value and main KPIs.
- Responsible of **A/B Testings**: dashboards and visibility.
- **OKRs** definition and KPIs awareness.
- Specs definition in certain **high-impact projects**.
- 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

2012 - 2015

NONABOX

- 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

2011 - 2012

GLOSSYBOX

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

2004 - 2012

UNIVERSIDAD PONTIFICIA COMILLAS (ICAI)

ACHIEVEMENTS

WAYRA STARTCAMP FINALIST

2013

BUNGEE JUMPING MONITOR

2010

THIRD PLACE NATIONAL CAPOEIRA CHAMPIONSHIP

2009

FIRST PLACE LOCAL CHESS CHAMPIONSHIP

1995