

ALICIA MENOR GÓMEZ

Digital Product Manager

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Digital Product Manager with 3 years of experience in digital environments, with a background in marketing and innovation and experience with B2C models (ecommerce, marketplace, SaaS). Focused on driving business objectives through user-centered products and solutions. I stand out for my structured approach, results orientation, and ability to lead initiatives end-to-end.

I work closely with stakeholders, involving them from requirements gathering to align business needs, user needs, and execution. I bring an empathetic and assertive way of working, combining creativity, data analysis, prioritization, and focus on delivery with impact.

I also integrate AI tools to streamline processes, improve decision-making, and accelerate the execution of digital initiatives.

EXPERIENCE

Product Manager Operations & Marketing Specialist Nov. 2025 – Apr. 2026

Fundación Generation Spain (backed by McKinsey & Company)

- End-to-end coordination of training programs (~100 students) with tracking of KPIs in Salesforce
- Requirements definition for the internal platform and follow-up with the tech team.
- Product metrics definition to hit business KPIs
- Owner of lead acquisition and closing.
- Owner of partnership deals with third parties to distribute the product
- Design of an engagement plan for Alumni in collaboration with the Alumni Committee.

Wins:
Increased leads by 30% by onboarding 40 new distribution partners.
Reduced CAC by 25% by building a value proposition segmented by behavior

Innovation Product Manager May 2023 – Jul. 2024

Mahou San Miguel

- End-to-end owner of Grifo Mahou en Casa growth, an intrapreneurship project in e-commerce, managing product, UX, operations, and communications.
- Definition of business objectives, KRs and functional roadmap to prioritize growth initiatives.
- Definition and execution of the go-to-market, securing 20% recurrence by ensuring users understand the value proposition, want to use it, and come back for more.
- Owner of B2C and B2B customer acquisition, measuring conversion and e-commerce performance KPIs to optimize the funnel and the customer journey by user profile.
- User stories definition and backlog prioritization with the dev team.
- Stakeholder management (internal teams and 25 technical partners) and standardization of the operating model through onboarding, training, and service iteration to reduce incidents and improve efficiency.
- Communications strategy: from awareness to performance, with launch of new SKUs, promotions, and B2B customer pitches.
- Contributor to the Innovation Community at Mahou San Miguel: end-to-end new product development with Design Thinking and Lean Startup, facilitation of co-creation workshops and support on national launches (Mahou x Duki, Alhambra returnable 1925, packaging rebranding).
- Requirements definition and coordination with the dev team on an AI-powered customer service chatbot (Microsoft Copilot)

Wins: Scaled from 8 to 20 provinces · digital sales x2 in 6 months · 20% recurrence among existing customers

Digital Marketing & Comms Junior Aug. 2022 – Nov. 2022

Omnicom PR Group

Press materials in corporate crisis contexts and product launches (Bimbo, Decathlon); media coverage monitoring and reporting of Earned Media Value (EMV) and reputational impact.

Marketing Junior Jan. 2021 – Jul. 2021

IPMARK, DARetail & Best!N Awards

In-person B2B events organization (Best!N Food Awards and Marketing Summit) and webinars; email marketing campaigns and social media content planning and design.

EDUCATION

- Product Management Mentorship Program (80 hours) · Paco Crespo (2025-2026)
- Specialized Course in Growth Marketing (2.5 months) · **ESIC Business School** (2026)
- NoCode4CULTURE Incubation Program - MVP Development (3 months) · **Cink Venturing** (2025)
- Online Entrepreneurship Fundamentals Program (30 hours) · **Cámara de Comercio** (2025)
- Digital Transformation Program for SMEs (375 hours). · **ESDEN Business School** (2025)
- Social Leadership Program (100 hours) · **Universidad Francisco de Vitoria** (2025)
- Advanced Agile Project Management Program (90 hours) · **Infoser Technological Solutions** (2025)

Erasmus+ Vern University, Zagreb (2021–2022)

Double Degree in Advertising, PR & Marketing (bilingual) · ESIC University (2018 – 2023)
– Excellence Award and Honor Roll · Top Talent Banco Santander Scholarship I · GPA 9/10.

LANGUAGES

Spanish (native) · English (C1)

SKILLS

Soft skills: Strategic vision · Creativity · Stakeholder management · Workshop facilitation · Autonomy · Communication · Adaptability · Results-driven · Assertiveness · Empathy

Tools:
– **Product & Delivery:** Jira · Notion · Miro · MS Office
– **Product Analytics & Research:** Amplitude · Google Analytics · Power BI · Typeform
– **AI & Prototyping:** Claude · Claude Design · Lovable · ChatGPT · Copilot
– **Tech:** Claude Code · GitHub · Vercel
– **Design:** Figma · Canva
– **Commerce & CRM:** Salesforce · Shopify · WordPress

Hard skills: End-to-end product development · Go-to-market · Ecommerce management · Backlog prioritization · Data-driven mindset · Budget management · Design Thinking · Lean Startup · Agile (Scrum, Kanban) · Jobs-to-be-Done · OKRs

ADDITIONAL EXPERIENCE

Entrepreneurship & Innovation
– 2nd place · Cabify Product + AI Hackathon, sponsored by Lovable and ElevenLabs (June 2026)
– MVP validated at the Cink Venturing entrepreneurship incubator after winning the NoCode4Culture Hackathon (2025).
– BYG Social Innovation Program (Fundación LQDVI): 1 of 60 selected among 1,100+ applicants. Development of a financial education MVP, 2nd place in the competition (2023)
– Winning social entrepreneurship project selected by Open Value Foundation, UFV (2025).

Volunteering
– SOMOSTALITA Association: pro bono marketing and strategy consulting, 2024-2025.
– European Solidarity Corps: international volunteering in project coordination, Lithuania (2024).
– LQDVI Youth Council: member of the youth council at Fundación Lo que de Verdad Importa (2023 - present)
– The Missionaries of Charity Sisters: coordination of a children's summer camp, Edinburgh (2019)

REFERENCES

Miguel Ángel Cabrero: Chief Innovation Officer at Mahou San Miguel *(Contact details available upon request)*
Julio Alonso López: Lead Innovation Manager at Mahou San Miguel *(Contact details available upon request)*
Paco Crespo: Head of Product at Exalt *(Contact details available upon request)*