



Aniol Quer Casacuberta

Senior Product Manager & Data Science Expert

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PROFILE

Data-driven professional with 12+ years in product and growth, blending a passion for crafting outstanding products, proven experience coordinating teams and deep technical know-how.

EXPERIENCE

Senior Product Manager Freelance (AI / B2B2 Saas / B2C) 2023 - 2024

Defining the UX/UI of the products. Working with founders on strategy. See [portfolio](#) for more info.

- *Achievements: Developed 3 different projects in less than 1 year • Reached an average NPS of 29*

Co-Founder & Head of Product - Growlia (B2B Saas / Marketplace) 2018 - 2023

Leading the product area coordinating a team of programmers, designers and customer success professionals

- *Achievements: Raised 350k€ • Achieved 500k€ in Annual Revenue • Reached an NPS of 35*

Growth Director - Talent Clue (B2B Saas / HR Tech) 2016 - 2018

Coordinating Sales & Customer Success (15+ team) with Product Team to define the best growth strategies

- *Achievements: Reached 1st Market Share Position • 105% Growth YoY • Increase >1,2M€ in ARR*

Co-founder & Chief Product Officer - Walipa (App / B2C) 2012 - 2014

Defined the product and strategy to create a holistic platform for loyalty services in the Horeca sector

- *Achievements: 1st All-in-One loyalty platform to market in the mobile space*

EDUCATION

Software Engineering Program 2023

arol.dev (Barcelona, Spain)

Product Management Program 2021

Reforge (Remote)

Data Science Course 2020

John Hopkins University (Remote)

International Business Economics (MSc) 2009 - 2013

Pompeu Fabra University & Boston College (Barcelona, Spain & Boston, USA)

SKILLS

Languages: English (Proficient) • Spanish (Native) • French (Advanced) • Catalan (Native)

Product Management: User Research, UX, UI, A/B Testing, OKR & KPIs Definition, Data Analysis, Advanced Statistics, Wireframes & Mockups Creation, Design Systems, Roadmapping, Design Thinking, Lean & Agile Methodologies, CI/CD Pipelines, Product Design, Jira, Figma, Notion, Amplitude, Linear

Front-end: HTML 5, CSS 3, Javascript, Typescript, React, Tailwind, Vite.js, Postman, API's, Flexbox, Grid, Sass, Zod, Next.js, Parcel, Babel, JSON, Bootstrap, HTTP Requests, WebSockets, Jest, Vitest, Cypress, Chart.js, GDPR compliance

Back-end & Data Management: System Design, Software Architecture, OpenAI API & LLM's, Node.js, Express.js, Nest.js, MySQL, PostgreSQL, NoSQL Databases, Firebase, Git, GitHub, Data Structures, Algorithms, Heroku, AWS, Vercel, Turborepo, Docker

Growth: Tableau, Advanced Excel, Paid Advertising (Google & LinkedIn Ads), Inbound & Content Marketing, Sales Funnels, CRMs (HubSpot, Salesforce), Competitive Intelligence (SEMRush), Google Analytics