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(in /griseldapages

User-centric product leader with 14+ years of international experience in the digital space driving growth & impact.

Born and raised in Barcelona, I've lived in France, Italy, and Canada (10 years!) and speak five languages fluently. Passionate about psychology, business, data & design, I have worked at both startups & international organizations driving growth, optimizing funnels, boosting engagement and solving problems for users.

Curious, data-driven, team-player and challenge-lover.

## **SKILLS**

## LANGUAGES

English
French
Spanish
Catalan
Italian
Arabic

### **PRODUCT STRATEGY**

Roadmap OKRs

Opportunity Tree Discovery

Design Thinking Customer Journey

Gamification User Research

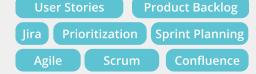
## UX & DESIGN

Wireframing Mockups

Figma InVision Personas

User Testing AB Testing

### PRODUCT DEVELOPMENT



## **DATA & TOOLS**

Google Analytics LookerStudio SQL		
Amplitude	Tablea	u Jira
Optimize	Firebase	Appsflyer
Hotjar	Braze	Aha!

## PROFESSIONAL EXPERIENCE

June 2023 Product Manager — User Retention

July 2025 lastminute.com (Travel, e-commerce)

Barcelona, Spain

Owned user retention strategy across web and app platforms, focusing on user activation, web-to-app conversion & pre-trip engagement.

OKRs • Product Strategy • Discovery • A/B Testing • Growth • Web & App

### **Achievements**

- Boosted customer pre-trip app usage by +40% in less than 6 months.
- Optimized app open rate from web-to-app touchpoints by +110% using A/B testing and data-driven UX enhancements.
- **Achieved +300% YoY growth** in newsletter subscriptions and improved subscription rate by +50% YoY.

# Sept 2021 Product Manager — Patients Experience

Jan 2023 DocPlanner (Healthcare, marketplace)

Parcelona, Spain

Owned patient experience for web and mobile app across 10+ markets. Focused on driving growth and retention, impacting 1M+ users monthly.

Product Strategy • Discovery • Delivery • A/B Testing • Growth • Web & App

## Achievements

- **Increased app downloads from web by +30%** in 6 months through targeted growth initiatives and A/B testing.
- **Boosted monthly active users by +25%** through automated, periodic inapp notifications and engagement loops.
- Improved app onboarding, driving higher activation rates.

## Jan 2021 Lead Product Manager (Web & App)

Sept 2021 ABA English (edtech, freemium model)

Parcelona, Spain

Head of product leading the evolution of the cross-platform product with a focus on increasing retention & conversion from free to paying subscribers.

Product Strategy • Growth • Engagement • Monetization • Web & App

#### **Achievements**

- **Increased activation rate by +50%** (from 40% to 60% of users starting an exercise on Day 1).
- **Boosted Day 30 retention by +20%** through improved onboarding and engagement features.
- Led the redesign and A/B testing of landing pages, significantly improving free-to-paid conversion rates.

## **EDUCATION**

Monetization, Course (Jan 2021) Udacity

**Data Product Management,** Nanodegree (2020) Udacity

Software Product Management **Certificate (2020)** Online University of Alberta

SQL for Data Science, Course (2020)

Online University of California

MASTER, Brand Comms & Advertising (2011) **INSEEC Business School** 

**Paris FRANCE** 

BBA, Business Admin. **& Marketing (2010) ESADE Business School** 

**Barcelona SPAIN** 

Exchange Program, Marketing (2010)

**HEC Montreal** 

**eCommerce** 

**Montreal CANADA** 

## **INDUSTRIES**

**Networking apps Sports** Wearable Tech **Startups** 

## **SOFT SKILLS**

**Analytical** 

**Curious** Creative **Proactive** Challenge-seeker People-person **Optimizer** 

**Empathetic** 

#### INTERESTS

Crossfit Travel

## **April 2018** Product Manager — Digital Platforms

**Sept 2020** LCI Education (ecommerce, marketplace)

> Owned the international and regional product strategy and development of two key B2C platforms:

- Lead Generation Websites: Driving inquiries for 13 campuses worldwide.
- Portfolio Marketplace: Connecting students to job opportunities by showcasing their portfolios and CVs to employers.

#### **Achievements**

- Increased website performance 3x via A/B testing & tech improvements.
- Lead generation 2x & improved lead quality via feature launches (e.g. PDF gates), improved user flows, and spam-blocking automations.
- As the 1st PM at LCI Éducation (2k+ employees), established product processes, agile frameworks, & cross-team collaboration rituals from scratch.

#### **July 2017** Consultant— Product Strategy & UX Design

June 2018 **Freelance**  Montreal, Canada

Montreal, Canada

Worked with organizations across industries to create user-centric digital products, from product strategy and UX design to MVP launch and delivery.

#### **Achievements**

• Designed "eMove", a mobile app to boost gym member engagement, covering user research, product strategy, and wireframing.

#### June 2017 **Product Strategist - "New Product" Team**

**Dec 2017 Braindates (Startup, edtech)**  Montreal, Canada

Led the strategy and design for a new B2C edtech MVP aimed at helping lifelong learners commit to personal learning goals and build sustainable learning habits through community support.

Product strategy • User Research • Personas • Business Model • Gamification

#### **Sept 2015 Digital Marketing & Communications**

**Braindates (Startup, matchmaking, marketplace)** • Montreal, Canada **Dec 2017** 

Oct 2015 **Marketing Director** 

**Sept 2016** NeuroTechX (Startup) Montreal, Canada

**July 2014 Marketing Director** 

**Nov 2014** 

**Sept 2015** WearHacks (Startup) Montreal, Canada

Feb 2014 **Consultant — Digital Marketing & Branding** 

Heddoko (Startup, wearable tech) Montreal, Canada

**Sept 2013 Digital Marketing & eCommerce coordinator** 

Aug 2014 **Keurig (ecommerce, consumer goods)** Montreal, Canada

2012 **Project Manager—Branding & Digital Marketing** 

2013 **Mosaic Design (Agency)** Montreal, Canada

**Marketing Coordinator (Internship)** 2011

2012 Valtech Canada Montreal, Canada