



Griselda Pagès

PRODUCT MANAGEMENT | Growth • Retention • Data • UX

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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

User Stories

Product Backlog

Jira

Prioritization

Sprint Planning

Agile

Scrum

Confluence

DATA & TOOLS

Google Analytics	LookerStudio	SQL
Amplitude	Tableau	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)**

📍 **Barcelona, 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 in-app 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)**

📍 **Barcelona, 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
- 🚩 **BBA, Business Admin. & Marketing (2010)** 
ESADE Business School
- 🚩 **Exchange Program, Marketing (2010)** 
HEC Montreal

INDUSTRIES











- eCommerce
- Marketplace
- Networking apps
- eLearning
- Sports
- eHealth
- Travel
- Wearable Tech
- Startups

SOFT SKILLS

- Analytical
- Empathetic
- Curious
- Creative
- Challenge-seeker
- Proactive
- People-person
- Optimizer

INTERESTS

- Crossfit
- Running
- Documentaries
- Travel

- April 2018 - Sept 2020** **Product Manager — Digital Platforms** 
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 - June 2018** **Consultant— Product Strategy & UX Design** 
Freelance
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 - Dec 2017** **Product Strategist - "New Product" Team** 
Braindates (Startup, edtech)
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 - Dec 2017** **Digital Marketing & Communications** 
Braindates (Startup, matchmaking, marketplace)
- Oct 2015 - Sept 2016** **Marketing Director** 
NeuroTechX (Startup)
- July 2014 - Sept 2015** **Marketing Director** 
WearHacks (Startup)
- Feb 2014 - Nov 2014** **Consultant — Digital Marketing & Branding** 
Heddoko (Startup, wearable tech)
- Sept 2013 - Aug 2014** **Digital Marketing & eCommerce coordinator** 
Keurig (ecommerce, consumer goods)
- 2012 - 2013** **Project Manager—Branding & Digital Marketing** 
Mosaic Design (Agency)
- 2011 - 2012** **Marketing Coordinator (Internship)** 
Valtech Canada