

www.griseldapages.info

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(m) /griseldapages

User-centric PM/PO with extensive international experience & vast background in digital platforms, UX & data.

Born & raised in Barcelona, my curiosity & love for languages brought me to live in France, Italy and Canada— where I lived for 10 years. Passionate about psychology, data, tech, & design, I have worked with both startups & international organizations driving growth, optimizing funnels, boosting digital user experiences and solving problems for users.

Curious, analytical, people-person and challenge-lover.

SKILLS

LANGUAGES				
English				
French				
Spanish				
Catalan				
Italian			0	0
Arabic	0	0	0	0

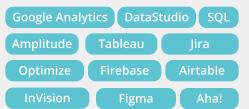
PRODUCT STRATEGY



PRODUCT DEVELOPMENT

Feature P	User Stories	
Product B	print Planning	
Agile	Scrum	AB Testing

TOOLS



PROFESSIONAL EXPERIENCE

Sept 2021 **Product Manager — Patients Experience (Web & App)**

Present

DocPlanner (eHealth, marketplace) PBarcelona, Spain

Responsible for the app's user acquisition (from browser to app), app user activation in their first 7 days and "patients' reviews" tribe for all markets where DocPlanner is present (LATAM, Poland, Italy, Spain, Germany, etc.)

• **Product discovery:** working closely with researchers & analysts on user interviews, surveys, and data gathering, analyzing painpoints & potential opportunities.

• **Product strategy**: Mapping the user journey, painpoints & opportunities, defining OKRs, prioritizing epics and tasks.

• Product delivery: working closely with devs and designers on tasks refinement, A/B tests (Firebase, Optimize)

Achievements

- Increased app downloads from browser marketplace by 30%.
- Improved app onboarding making process shorter, smoother & relevant.
- Participated in the integration of acquired German platform Jameda.
- Increased MAU by +25% with periodic automatic messages on key dates.

Jan 2021 Product Manager / Product Owner — Web & Mobile Apps ABA English (edtech, freemium model)

July 2021

Responsible for the evolution of the web platform + app (Android+iOS), for all markets (Spain, LATAM, Europe, etc)

PBarcelona, Spain

• **Product Strategy:** Defining product "north star" metrics; roadmap; OKRs; aligning business & user needs, teams and stakeholders.

•Data & Insights: Defining and monitoring KPIs, tracking success of new features, A/B testing experiments, and building insightful dashboards.

• **Development:** requirement gathering, user stories, backlog, collaboration & coordination of all teams involved in the product delivery (design, tech, etc)

• **Communication** & alignment with stakeholders, as well as with all teams involved in the product experience success (support, CRM, Marketing, etc)

Achievements

• Increased % users starting exercises in Day 1 by 50%, from 40% to 60%.

• Launched newest feature "Ask Your Teacher" in web & mobile app.

 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, 	April 2018 - March 2020	March LCI Education (ecommerce, marketplace)				
Course (2020) Online University of California MASTER, Brand Comms & Advertising (2011) INSEEC Business School	March '17 - June 2018	Consultant— Product Strategy & UX Freelance Helping organizations create user-centric digital produ strategy, to UX design and MVP launch.	• Montreal, Canada cts, from product			
 BBA, Business Admin. & Marketing (2010) ESADE Business School Exchange Program, Marketing (2010) HEC Montreal 	Sept 2015 Dec 2017	C C				
INDUSTRIES eCommerce Marketplace	Sept 2015 - Dec 2016	Marketing Director NeuroTechX (Startup)	🕈 Montreal, Canada			
Networking appseLearningSportseHealthWearable TechStartups	Aug 2014 Sept 2015 Feb 2014 July 2014	Marketing Director WearHacks (Startup) Consultant — Digital Marketing & Branding Heddoko (Startup, wearable tech)	 Montreal, Canada Montreal, Canada 			
SOFT SKILLS Analytical Creative Empathetic Curious Challenge-seeker Proactive		 Acted as a marketing strategist in the early stages of the startup, advising on brand and marketing strategy and managing all the marketing operations (social media, email marketing, analytics, etc). July 2014: awarded 3rd place at the International Startup Festival and Finalist at the Wearable Tech Innovation World Cup. 				
People-person Optimizer	Sept 2013 - Aug 2014	Digital Marketing & eCommerce coordinator Keurig (ecommerce, consumer goods)	🗣 Montreal, Canada			
INTERESTS Sports Design	2012 _ 2013	Project Manager—Branding & Digital Marketing Mosaic Design (Agency)	🕈 Montreal, Canada			
Photography Cinema Documentaries Travel	2011 _ 2012	Marketing Coordinator (Internship) Valtech Canada	🕈 Montreal, Canada			