

PEDRO LIZARDO

Senior Product Manager / Certified Scrum Product Owner

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Experience

Director of Product, Oiga Technologies, a 10Pearls Company – Florida, USA January 2023 – March 2024

- Defined a comprehensive product roadmap and MVP and coordinated the creation of a custom web 3 token based in solana for Ourglass Web3 social network product, improving stakeholder engagement by 50%
- Managed the successful delivery of over 10 features and decreased project backlog by 15%, leading a team of more than 40 developers and 3 product managers on 3 different squads, Mobile, Blockchain and AI/ML
- Reduced unauthorized access by 45% through the implementation of a decentralized web3 and ML identity system

Product Growth Manager, Meta – Buenos Aires, Argentina January 2022 – November 2022

- Improved buyer-seller chat interaction on Facebook Marketplace, resulting in a 5% increase in monthly active users and a 2% increase in user engagement and adoption
- Boosted market-specific growth by 5% on Meta's suite of products, representing Argentina and the Southern Cone of Latin America while aligning communications with cross-functional teams
- Led a 15% increase in user retention through data-driven usability studies, A/B testing, and user research

Product Manager Lead, Ruvixx – California, USA July 2020 – December 2021

- Boosted product adoption on CRM platform by 15% by leading the development of 10+ features and integrating third-party API solutions (Twilio, Zendesk, Wix)
- Created a process for collecting customer feedback, raising NPS scores by 10% and decreasing turnover rates by 25%

Principal Product Manager / Product Owner, Biteline LLC – Charlotte, NC, USA January 2018 – June 2020

- Launched a mobile dentist app MVP, achieving a 30% increase in appointments and a 25% revenue boost
- Revamped the company's marketing website by using Amazon AWS Lightsail services and WordPress content management system, resulting in a 15% increase in customer acquisition
- Boosted monthly recurring revenue by 15% by launching new features and revising pricing strategies

Product Manager, Finder.com – New York, USA September 2016 - May 2018

- Enhanced niche traffic by over 20% through UI/UX design and front-end development efforts, targeting the car insurance and credit card industries
- Analyzed customer journey data and implemented UX enhancements on car insurance comparison tools, resulting in a 25% improvement in website engagement metrics and a 10% increase in customer retention rates
- Boosted product discoverability by 5% through keyword research, on-page SEO optimization, content creation, internal linking, and building backlinks with industry blogs

Technical Product Manager, Pacific Medical Training – Philadelphia, USA August 2015 - August 2016

- Launched new courses for medical students and nurses, which resulted in a 10% increase in enrollment and a 5% decrease in bounce rates
- Achieved a 5% boost in customer acquisition and revenue by initiating a thorough analysis and market research of the Edtech Life Sciences competitive landscape
- Increased course enrollment by 20% within non-english speaking markets by leading the translation and localization of medical courses into 6 different languages

Skills

Technical: HTML/CSS, JavaScript, AngularJS, NodeJS, MySQL, SQL, Databricks, Python, PHP, Docker, Kubernetes

Tools: MailChimp, Adobe Illustrator, WordPress, Figma, Zeplin, Miro, JIRA, Clickup, Notion, Confluence, AWS, Google Analytics, Firebase

Methodologies: UI/UX Design, Product Management, Business Analysis, SCRUM, Agile, CI/CD

Domains: Saas, B2B, B2C

Education

Scrum Alliance – Scrum Product Owner 2022

Universidad Tecnologica Nacional – Product Management Diploma 2022

Universidad de Carabobo – Doctor of Medicine 2012