

Héctor Rodríguez Soto

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EXPERIENCE

2025, Present

Solopreneur

Málaga - Spain

Founder & Full-Stack Product Manager

- Building AI powered SaaS platform for SME operational optimization end-to-end: from technical development and deployment to UX/UI design, user research, product strategy and marketing campaigns.
- Conducting market research, customer discovery and competitive analysis to validate product-market fit, pricing strategy, define requirements and drive iterative product development based on user feedback.

January 2024,

February 2025

Schneider Electric

Barcelona - Spain

Principal Product Manager

- Led the strategic execution of an AI-powered customer support agent, ensuring customer care agents can efficiently resolve issues while aligning with business goals and internal stakeholders' priorities.
- Delivered RAG architecture integration, leveraging historical data and documentation. I focused on balancing feedback and data-driven experimentation to drive productivity and customer satisfaction globally.

January 2023,

September 2023

Friday Insurance

Berlin - Germany

Product Owner

- Led a cross-functional team of product designers and developers to maintain and enhance a customer portal and multiple claims funnels, optimizing internal processes and boosting customer satisfaction.
- Collaborated with the team, applying design thinking principles to leverage user research for discovering and validating assumptions. Used OKRs framework to align product strategy with users needs.

April 2021,

December 2022

Friday Insurance

Berlin - Germany

Scrum Master & Agile Coach

- Achieved Agile transformations across multiple departments, including HR, Tech Teams and Marketing, promoting organization-wide Agile adoption under Scrum @ Scale Framework.
- Fostered teamwork, eliminated barriers and introduced department-specific Agile metrics for data-based decision-making, resulting in improved team performance and agility.

March 2020,

February 2021

Axonista

Dublin - Ireland

Scrum Master

- Facilitated Agile practices across multi-platform development teams (Android, iOS, Roku, FireTV, tvOS, web) and QA while transitioning company methodology from Waterfall to Agile.

June 2019,

December 2019

Telefónica

Bogotá - Colombia

Scrum Master & Big Data Engineer

- Introduced the Agile mindset to the BI department, while serving as Scrum Master for a team of nine individuals operating under the SAFe framework.
- Implemented a Big Data project for Telefonica's 4th platform (global IoT solution) to boost revenue via data analytics in Networks, Marketing, B2B and B2C.

August 2017,

February 2019

Stratio Big Data

Madrid - Spain

Bogotá - Colombia

Big Data Engineer

- Served as technical manager presenting Stratio products to companies exploring digital transformation and established and managed the Bogotá headquarters, including the training and development of team members.
- Led Big Data platform implementation for insurance client including software design, business process analysis and standardized ETL solution development.

CERTIFICATIONS

December 2021 - Scrum @ Scale Practitioner

January 2020 - Professional Scrum Master I

EDUCATION

October 2011, December 2016

Universidad Politécnica de Madrid

Bachelor's degree in Engineering Technology and Telecommunication Services.