

Hi. I'm Agustín Gabriel Bosso

I'm 40 years old

an **Argentinian**,
currently living in **Barcelona**

a **True Product Manager at Heart**
working in **Adevinta: Coches.net**



 [linkd.in/agbosso](https://www.linkedin.com/in/agbosso)

 yo@agustinbosso.com

 <https://abos.so>

Product Manager
2020/01 → Now
Adevinta, Barcelona

coches.net
Marketplace - B2B2C ~1200
Cars marketplace


coches.net hired me to lead their Transactional team. Designed and delivered the **"Transparent installments"** experience, improving trust by showing buyers real financing options while preserving dealer commissions, **increasing lead generation** for those dealers in average **by 28%**. Now deploying a Reservations product and working on the research for an iteration of an online financing solution.

Chief Product Officer
2017/08 → 2019/12
Pagantis, Barcelona

Pagantis
Fintech - B2B2C ~100
Paperless consumer lending

Built and **implemented structured product development processes, from scratch** shifting the organization to outcome-oriented roadmaps aligned to quarterly goals and measurable KPIs. During my time in Pagantis we **doubled the user base** of the buy-now-pay-later product and launched the first version of the **credit card issuing product both with Visa and Mastercard**

Product Manager
2015/11 → 2017/07
Skyscanner, Barcelona

 **skyscanner**
Travel - B2C ~500
Flight and hotels metasearch

Worked in as the **sole Product Manager of the hotels vertical** which, even when highly dependable of the flights vertical, alone generated **20M€ year, nearly doubled compared to when I joined**. The most successful product I launched there was a high-discount fares for hotels when I discovered that users who booked a flight had the lowest cancellation rates of all. This was a value that neither Trivago or Booking.com were able to offer at that time.

Product Manager
2010/03 → 2015/10
Zyncro, Barcelona

Zyncro
Social Networks - B2B ~40
Intranet +Multi-purpose social network

My first job as PM was in a small startup. There I learned about stakeholder management, working together with the commercial team and developing agile processes to test fast and fail faster. The best product I developed there was a modular plugin system called ZyncroApps which **shifted the entire business** from a mere social intranet to a highly customizable social network framework, **generating around 85% of the company revenue within two years**.



Career Facts

Total Experience: 18 years

As Developer 2,58 years

In Product 15,67 years

Financing 8,42 years

Travel 1,67 years

Marketplaces* 7,75 years

B2B Networks 5,58 years

Max team size mgt. 17 people

Feature w/ Max ARR** 2.5M€

A/B Experiments +120

Languages Spanish, English

Extra Skills Content:

Statistics, Expert Excel, Project Management
Scripts Development, Linux, User Research,
Basic Photoshop & Design, Storytelling

* B2B2C environment

** Annual Recurring Revenue

LAST UPDATED ON:
23/01/2026

Qual & Quant
Data Insights

Strategic and Tactical
Product Management



Team Leadership &
Stakeholders Mgt.



Marketing



Applied AI

Business Development



Hi. I'm Agustín Gabriel Bosso

And if you are reading the 2nd page, it's because you want to know more. I'm glad :-)

Things I like

anime, soccer, agile, **Cluetrain**, android, kayak, coffee, technology, hiking, **travel**, manga, linux, video games, UX, **jazz**, open source, SCRUM, pedagogy, physics, eastern food, **spaceflight**

Other relevant information:

- Excel I made to calculate my mortgage early payoffs (this one has fake data) (<https://abos.so/mortgage>)
- My excel file for A/B testing calculations (<https://abos.so/abtest>)
- Presentation I made about A/B Testing as a speaker in the Jam Product Conference Barcelona 2019 (<https://abos.so/abslides>)

Education:

Computer Engineering – Dropped because of personal reasons on the 3rd year.

Preventive Q&A

Why business development is a C in your Nutriscore™?

Because it's my weak point. I'm not good at lying, and it shows—sales and commercial work aren't my strength. That said, I've always believed that product and business development should be separate roles. Although it's currently trendy to have product handle this, in my opinion, the conflict of interest between business and product is where the most profitable opportunities arise: **great products that buyers are willing to pay a premium for.**

Why did you use warning symbols for data based decisions and scientific thinking?


Because data more often proves us wrong than right. Data is the enemy of those with fragile egos, who care more about being right than making money. In these environments, a good product manager is often seen as a bearer of bad news. I believe that **discovering I was wrong and learning something new that will lead to better results is actually good news**—but not everyone sees it that way.

What's "Cluetrain" in the list of things you like?

The Cluetrain Manifesto is a 1999 book that presents 95 theses from **the perspective of consumers addressing companies that fear change and are trapped in corporate chaos amid the digital revolution.** The internet enables a new type of communication that, nearly 30 years later, we are still discovering and developing. Some of the theses were revolutionary at the time—for example, that product users often know more about the product than the company itself. **I consider this book the foundational stone of what would become, though I didn't know it at the time, my career as a product manager.** Ask me about the story of the first cordless Black & Decker drill in the interview!

Other previous jobs

Full Stack Developer
2009/10 → 2010/03
Zyncro, Argentina

Zyncro
Social Networks - B2B ~40 
Intranet +Multi-purpose social network

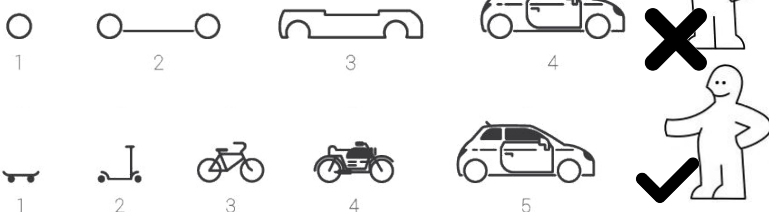
Zyncro started as a project within IntercomGi and later became an independent product when new investors came on board. For a few months, I continued working as a developer until my insistence on **high-quality requirements definition and user experience led to an offer for a Product Manager role** in Barcelona.

Full Stack Developer
2007/06 → 2009/10
IntercomGi, Argentina

intercomgi
servicios profesionales de Internet
Consultancy - B2B ~80 
E-Commerce

I joined IntercomGi while I was still at university, which I had to leave due to family circumstances. I developed client projects using PHP, Java, MySQL, some Linux Server Ops, as well as HTML, JavaScript, and CSS. I also worked on a product for SEO optimization and built the latest version of the company's internal framework, combining CodeIgniter components with existing in-house technologies, helping move the team away from a highly manual, ad-hoc development approach.

How to build Product



Let's talk:

<https://abos.so/book30mins>