# Agustín Gabriel Bosso

I have experience as a web developer and product manager. I know very well the whole way from the detection of the user needs to the delivery and I can manage each of its steps. My goal is to work in a flexible company that grows and allows me to grow within it. Knowing that my effort directly affects the progress of my company is the way I measure my professional achievements.

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G agbosso

UX   TECH

BUSINESS

HERE I AM
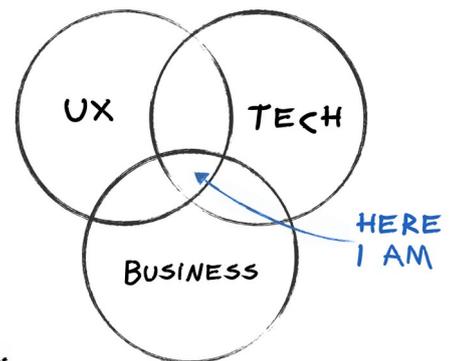
💼 Experience

Product Manager
2020/01 → Now
Adevinta in **Barcelona (Coches.net)**

Adevinta   coches.net

Marketplace - B2B2C ~1000 👤 (~100 👤 in cnet)
Cars marketplace

Adevinta hired me to lead their new Transaction team for their motor marketplace: Coches.net.
The team goal is to solve user problems related to the car purchase, not usually solved in marketplaces as financing, registration processes, delivery, escrow, reservation, etc.

❯ Launched a fully-online financing solution for professional sellers, currently ramping up adoption across Spain.
❯ Developed a "Transparent installments" solution to show car buyers real financing options instead of the tricky ones offered by car dealers, without affecting their comissions and making them to realize the value of being honest with customer. This product generated huge benefits for the company at the same time *Ask me about this success case, it is a good story*

Chief Product Owner
2017/08 → 2019/12
Pagantis in **Barcelona**

Pagantis

Fintech - B2B2C ~100 👤
Paperless consumer lending

Pagantis offered me the opportunity to begin my management career and return to a company that is trying to transition from startup to big business. I left Pagantis because once the company started to scale up refused to invest in data and BI, then I found myself not able to work without the required tools to guide the product development. Some of my achievements in Pagantis were:

❯ Build processes and procedures for product development. moving from HiPPO culture, with roadmaps print in paper to goals by team and quarter with

Better done than perfect; validate early and you will never need luck

measurable impact on the KPIs of the company
❯ Delivered during the same year the product in France and Italy, and launched a first version of the Visa credit card product through an intermediary
❯ Cards issuing as Mastercard Principal Member

Product Manager
2015/11 → 2017/07
Skyscanner in **Barcelona**

skyscanner
Travel - B2C ~500 👤
Flight and hotels metasearch

My duties and responsibilities as Product Manager at Skyscanner Hotels were:

❯ **Take** the role of Product Owner in Frontend and Backend squads in the Hotels section, later the Deals and Attachment squads, focused in discounts and internal acquisition respectively.
❯ Understanding the online and offline ecosystem of tourism and travel industry.
❯ Communicate to the development teams the goals and priorities, always aligned to the objectives of the company in general and hotels section in particular.
❯ Design and analyze features starting with the user through quant and qual data: Understand their behavior analyzing our funnels at the light of different types of user testings.
❯ Test those features using A/B testing or T testing, obtain and understand the metrics associated with the business. At the end, always to improve the user experience.
❯ Ensure the delivery of the product in a timely manner, provide the team with all the information concerning the business needs as clearly as possible.
❯ Collaborate with other POs and managers from other teams, products or verticals, same or different companies to facilitate the integration and the provision of services between different departments.
❯ Use of different methodologies and frameworks as Scrum, Kanban, Design Sprint, etc to deliver complex projects.

GV.COM/SPRINT/ ↰

Product Manager
2010/03 → 2015/10
Zyncro in **Barcelona**

zyncro
Social Networks - B2B ~40 👤
Intranet and multi-purpose social net framework

Some tasks I performed in this role are:
❯ Discuss and investigate with the sales team the features customers demand and need.
❯ Find solutions to problems seeking to optimize resources.
❯ Analyze features and write use cases (UML) or user stories (SCRUM).
❯ Communicate to the development team requirements and product roadmap.
❯ Advising partners and external developers on potential product integrations.

Some achievements in the fulfillment of my work have been:
❯ Concept and design of the plugin system that uses the product which has allowed, not only to add functionality created by others, but also customize the product with features asked by clients, giving the possibility to use the product as a framework and not just as a closed product.
❯ Design of multiple functionalities into the product that has been well reused in different projects.

TIME AS:
DRODUCT MANAGER
DEVELOPER
CPO
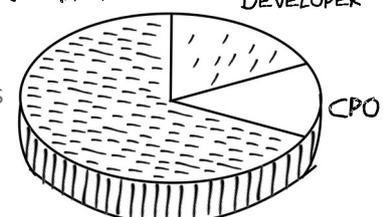
❯ I have advised and accompanied **international partners from Japan, France, Holland, Germany, Brazil, and Mexico** in the development of their applications, customizations and put into production.

Web Developer
2009/10 → 2010/03
Zyncro in **Argentina**

zyncro
Social Networks - B2B ~40 👤
Intranet and multi-purpose social net framework

My technical background and my curiosity and interest to understand how we sold the product opened the door to me to be the link between both worlds. I found it was easier to pass from the technical world to business than the inverse.
The tasks I performed, among others, were:

❯ Development of frontend modules using Zend Framework for PHP
❯ Development of corporate website using Magento.
❯ Implementation of connectors and services using REST and JSON.
❯ Development of visual elements and eyecandy using JQuery, jQueryUI and CSS3.
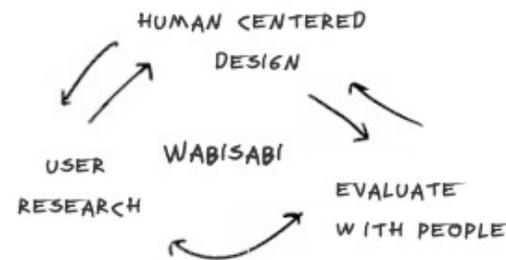
Java Developer
2009/06 → 2009/10
IntercomGi in **Argentina**

🔘 intercomgi
Consultancy - B2B ~80 👤
Automated SEO tool

HUMAN CENTERED DESIGN
USER RESEARCH
WABISABI
EVALUATE WITH PEOPLE

My brief stint in the Java world taught me about different concepts of backends to which I was accustomed.
Some tasks that I made during that time:

❯ Creation of interfaces to connect the core product with the frontend.
❯ Optimizing access modules database.
❯ Development of the ROI per keyword calculation module for an automated SEO engine.

Web Developer
2007/06 → 2009/06
IntercomGi in **Argentina**

🔘 intercomgi
Consultancy - B2B ~80 👤
E-commerce websites

My first work experience taught me the terrible gap between the academic and professional worlds.
Some tasks in which I worked during those years:

❯ Laying out pages in HTML, CSS and Javascript using as a base the designs in Photoshop to accomplish a pixel-level filling with original design.
❯ Development of backends and frontends in PHP and MySQL.
❯ Development of plugins and extensions in the framework used in the company, eventually even changing the core of it to incorporate new and more modern technologies.
❯ Management and communication with customers. Requirements gathering. Cooperation with providers and customers.

🄰🗛 Languages

Spanish: Native
English: Fluid

1. MARKETS ARE CONVERSATIONS
HTTP://WWW.CLUETRAIN.COM/

👍 I like...

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

🏛 Education

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