Daniel Cano Robledo

AI Product Manager

Email me: daniel.canorobledo@gmail.com
Call me: +34 648 26 01 28
LinkedIn: https://www.linkedin.com/in/danielcrobledo
Website: https://danielcrobledo.com

Professional Summary

As a Computer Engineer & **AI Product Manager** with +5 years of experience in **marketplace**, B2B **SaaS**, and **enterprise platform**, I bridge business strategy with technical execution through a strong foundation in engineering. I specialize in defining **OKRs** based on **KPIs**, bridging initiatives to **roadmaps** and **backlog** prioritization, resulting in user stories that align with business goals, leveraging **NPS, CTR**, and other key metrics to measure performance. My expertise in market validation, acceptance criteria, and risk analysis ensures that user stories meet real needs while optimizing for both engagement and impact. I lead **cross-functional teams** in **agile** environments, focusing on continuous improvement and iterative development to deliver impactful, **user-centric product**s. I am also experienced in leveraging **AI** not just to enhance product value through new features, but also in orchestrating **multi-agent pipelines** to improve the efficiency of everyday tasks, like requirement gathering, user story definition, and knowledge sharing through automation.

Work Experience

AI Product Manager - *Foundever (Enterprise Platform)* | Madrid, Spain | 2026 - Present
✓ **Business**: Deflected 25% of IT tickets in pilot, cutting support costs and enabling BU reorganisation.
✓ **Product**: Released a 0-to-1 AI-Driven ITSM platform, now in a global pilot.
✓ **Performance**: Decreased user-story lifetime by 20% by reorganising a squad of 15+ people.

- **Member of the Claude Ambassador initiative**: Drive Claude adoption across the organisation. Owned the weekly documentation and business justification of **AI use cases**, feeding investment decisions and the company's **AI product portfolio** roadmap.
- **AI-native product and design workflow**: Use AI daily to create **product and design resources**, including **interactive prototypes, presentations and stakeholder communications**. Embedded **multi-agent workflows** into discovery, requirement gathering and user-story definition, compressing the specification cycle for the whole squad.
- **Built the product function from zero**: Defined **discovery, backlog, agile rituals, OKRs and KPIs** where none existed, for a cross-functional **squad of 15 people**. Coordinated with other departments to build both the overall platform **strategy** and each individual module **delivery**.

Technical Product Manager - *BrytSpace (Marketplace)* | Madrid, Spain | 2025 - 2026
✓ **Business**: Increased customer acquisition efficiency by 15%.
✓ **Product**: Improved vendor retention by 20%.
✓ **Performance**: Reduced user-story delivery cycle by 25%.

- **Led the creation and management of the product backlog**: Focused on aligning the backlog with strategic business objectives and customer needs within the B2B marketplace context. Prioritized key features like **vendor on-boarding, integration capabilities, and multi-party transaction workflows**.
- **Leveraged AI to translate requirements into user stories**: Drove cross-team collaboration and **AI multi-agent orchestration** to prioritize **user-centric** features that supported marketplace **scalability**, transactional **efficiency**, and user **authentication**.
- **Acted as the primary liaison for stakeholders**: Managed expectations by conducting regular roadmap alignment sessions and stakeholder briefings. Ensured that the marketplace features, such as **API integrations, payment gateway support, and real-time analytics dashboards**, were delivered on time and aligned with evolving business needs.

Product Engineer - *Pendulo Studios (B2C SaaS)* | Madrid, Spain | 2022 - 2024
✓ **Product**: Increased NPS by 5%.
✓ **Performance**: Reduced feature development time by 10% and retake cycles by 15%.

- **Owned player-facing game features end to end**: Shipped a dynamic haptic feedback system and a 3D character viewer that lifted **player engagement** and **retention**, while running **task distribution, sprint planning** and deadline adherence for a cross-functional team, cutting development time by **25%**.

Software Engineer - *TAIGER (B2B SaaS)* | Madrid, Spain | 2021
✓ **Business**: Reduced license consumption by 50% and manual labor time by 80% in a core use case.

- **Defined and shipped user stories with the product owner** for **AI-driven document automation**, owning delivery and 99.9% up-time across **6 enterprise clients**.

Side Projects

GrowTale - *Gamified well-being app (B2C SaaS)*
An app that uses **gamification** (narrative, RPG-style progression and skills) to **help users improve their emotional well-being**. I lead **discovery** and **execution**, run the team's sprints, **wrote most of the codebase** and **refactored** parts of it (Kotlin/Android, MySQL, Kubernetes, GitHub Actions). Delivered features that significantly improved **engagement** and **retention**.

Running Club Photo Curator - *Internal AI tool*
An **AI-powered pipeline** that automatically **filters and edits** the photos of each run for the running community I ran. I **designed and coded** it, from problem to **live internal tool in one week**.

Fortune Decker - *Roguelike card game* Game
A card roguelike built as an **infinite-game** experience. Co-founded with **5 team-mates**; I built the **operations** and coded half of the codebase.

Volunteer Teacher - *Children at risk of social exclusion*
Taught classes to at-risk children, preparing and delivering lessons where **keeping kids motivated** is the whole job.

Tech Instruction & Educational Content - *Workshops, YouTube* Talk | Channel
Delivered **workshops** for the tech industry on **healthy workplaces**, early-stage **startups** and burnout-free **productivity**, and led a team producing **5+ educational pieces per week** on mental health in careers.

Programming Mentoring - *Mentorship* Testimonials
Mentored junior and mid-level programmers for **2 years** in a mentoring community, guiding their **career advancement**.

Personal Skills

Hard Skills:
Design thinking, lean, agile, analytics, goal-oriented thinking, APIs, TDD, CI/CD, A/B testing, KPIs, OKRs, roadmaps, NPS, functional architectures

Soft Skills:
Teaching, active listening, influential communication, self-organization, empathic leadership, problem solving, resilience

Technical Skills

Front:
JavaScript, TypeScript, React, Kotlin, Jetpack, TailwindCSS

Back:
Java, C++, Python, C#, C, Spring, Django, MySQL, Docker, Bash, Kubernetes, Linux, Git, SVN, Perforce

Management:
PostHog, Grafana, Notion, JIRA, Confluence, Miro, Figma

AI:
Claude, Rovo, Figma Make, Lovable, SuperBlocks, N8N

Last Reads

The Lean Startup - Eric Ries

Inspired - Marty Cagan

The Phoenix Project - Kevin Behr

Lean Analytics, Croll & Yoskovitz

User Story Mapping, Jeff Patton

Education

Bachelor's Degree in Computer Science & Engineering
University Carlos III of Madrid | 2018 - 2022
Generative AI for Product Managers
Institute of Product Leadership | 2026
Product Management Mentorship (70h)
Thiga Academy | 2026
Professional Scrum Product Owner I
Scrum.org | 2025

References

Paco Crespo Morillo - *CPO*
+34 696 105 165
Juan Palacios Galván - *CTO*
juan@jotapalas.dev
Conchi Nuñez Montes de Oca - *Principal Core Tech Engineer*
c.nunez.mdo@gmail.com
Sergio García Rodríguez - *Senior Cloud Engineer*
+34 633 766 164

Hobbies

Aspiring career coach

Tier-B multi-instrumentalist

Somewhat funny musical theater actor

Wannabe volleyball player

Videogame nerd