

PERSONAL SUMMARY

**Product Owner | B2B & IoT Digital Platforms**

Product Owner with 8+ years of experience building and scaling user-centric digital B2B platforms, with a proven track record of driving adoption and trust. Expert in bridging hardware/software integration by leveraging a solid engineering foundation to articulate product vision and lead cross-functional Agile teams. Specializes in transforming embedded system capabilities into intuitive digital experiences and data-driven insights.

CONTACT

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- Italian - Argentinean

CERTIFICATIONS

- AI BUSINESS STRATEGY [Oct 2025]

JOHNS HOPKINS UNIVERSITY

- Applied ROAD framework to product strategy planning.

- AI Project Management.
- AI on CLOUD COMPUTING [Jun 2025]

GREAT LEARNING

- Cloud architecture for scalable customer platforms.

EDUCATION

- ELECTRONIC ENGINEERING [2007 – 2015]

UNIVERSIDAD NACIONAL DE CORDOBA

- GPA: 7.4/10 (86.9%) 45 subjects. More than 10 final projects.

- Developed and Built Line Follower Autonomous Vehicle: hardware design, sensor integration, and embedded programming.

OVERVIEW: [Line-Following Autonomous Vehicle](#)

SKILLS

- Product & Agile

- Product Vision & Strategy

- Stakeholder Management

- User Story Mapping

- Outcome-oriented Roadmapping

- UAT Testing
- Analytics & UI/UX

- Figma

- Looker Studio

- Google Analytics

- A/B Testing
- Platforms

- Confluence, Miro

- Microsoft Planner (Kanban)

- JIRA

- Azure DevOps & Services

- Sitecore XM Cloud (SaaS CMS)

LANGUAGES

- Spanish (Native)

English (Fluent)

Dutch (A2)

WORK EXPERIENCE

2025

Product Owner & Business Analyst

BDR THERMEA GROUP [2021 – 2025]

As *Scrum Product Owner* B2B IoT Portal [2024 – 2025]

Established the product vision for an IoT Service Portal, for B2B heating systems (HVAC), defining core product features based on embedded system datapoints.

Led end-to-end development: translating stakeholder requirements into real-time monitoring device telemetry functionalities, enabling remote diagnostics and predictive maintenance.

Bridged hardware-software gap by defining clear requirements that mapped control board capabilities to end-user applications.

2022

As *Scrum Product Owner* B2B OneUI Portal [2022 – 2024]

Consolidated legacy HVAC monitoring portals into a unified global platform, standardizing device data models across heating systems.

Optimized API communication to enhance delivery for real-time HVAC performance data and system alerts.

Led UX/UI redesign based on continuous user testing, focusing on interface improvements on the most critical control parameters.

2021

As *Business Analyst* B2B Apps [2021 – 2022]

Defined system requirements and user stories for two IoT mobile apps, specifying data acquisition logic from control boards.

Engineered Firebase & Google Analytics to track installation metrics and device error codes, enabling predictive maintenance.

Designed and implemented real-time KPIs dashboards in Looker Studio to visualize system health and performance.

2020

Technical Support Engineer

INDRA - GVB [2020 – 2021]

Supported Amsterdam's system network for ticketing vending machines [GVB].

Performed analysis about complex failures for long-term solutions.

2018

Control & Maintenance Engineer

HYATT - PPHE HOTEL [2018 – 2020]

Coordinated & Controlled daily activities of the Engineering team.

Executed plans for corrective and preventative maintenance.

2015

RF Planning Engineer

CLARO ARGENTINA [2015 – 2018]

Designed & planned projects of the Radio Access Network.

Verified acceptance in the lab/field of integration of antennas.

2014

R&D Internship

GRSI LABORATORY - UNC [2014 – 2015]

Developed a prototype for a control system for a DC motor.

Designed with microcontroller Microchip PIC (programmed in C).

Prototype overview: [Automatic DC Motor Control Bench](#)