

Pablo Cruz

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PROFESSIONAL EXPERIENCE

VIENTO.VENTURES

Oct 2023 – Mar 2024

Venture Consultant | Head of Product Management (Platform)

Remote

- Designed and implemented a platform strategy that supports portfolio companies across all stages of growth and fundraising
- Established a robust and engaged community of founders, early operators, board members, and trusted advisors to ~150 companies, 11 IPOs, and 47 acquisitions
- Designed and implemented a unified tech ecosystem covering branding, project management, task tracking, fund operations, investment pipeline, fundraising pipeline, portfolio management, community activation, marketing, and event management, boosting portfolio company engagement by 40%
- Cultivated a mentorship program with portfolio companies, significantly bolstering venture operations for 15+ startups
- Formulated the investment evaluation criteria to account for healthy unit economics, operational and capital efficiency, and behavioral science dynamics, providing validation data on positions and more effective risk management

CAP TABLE COALITION

May 2022 – Present

Investor, Investment Committee Board Member, PM for Platform

Remote

- Responsible for sourcing and sponsoring which deals in pipeline get syndicated to the 1,200 accredited investors in network
- Hosted webinars, conducted due diligence, negotiated deals with founders and VC partners to deploy \$30M within 2 years
- Invested in 19 companies, ranging from pre-seed to Series E, and experienced 1 successful exit
- Helped scale network of accredited investors of diverse and underrepresented backgrounds by 55% within one year

FROG | Part of Capgemini Invent

Apr 2021 – May 2023

Lead Senior Product Manager

San Francisco, CA

- **Baker Hughes** | Production Solutions Digital Platform
 - Launched a platform for customers to view their energy fields, pumps, and corresponding devices and pairing it with Ai to provide automated updates, insights, and recommendations to increase the efficiency of their energy production ecosystem
 - Pages included a dashboard, product filtering, advanced charting with insights/metrics/trends, notification/alarm management
 - Led pre-sprint backlog and epic/feature PI planning for a development team of 85 across front-end, UI (DLS components), back-end, architecture, visual design, and UX design
- **Department of Veterans Affairs** | VA Platform SSO Strategy and Concepting
 - Conducted Qualitative User Research; User (field) and Stakeholder Interviews
 - Defined research scope and intent; Concepting and validation
 - Established Service Blueprint, Strategic Roadmap, and Backlog Scaffold for VA team ingestion and implementation
- **Hewlett Packard (HP)** | Ideation to GTM for new e-commerce platform
 - Led all product initiatives from initial concept to successful market launch in just 10 months (ahead of schedule)
 - Launched Custom e-commerce website generating \$2.5M in Revenue in just the first month with full integration to ancillary tools/services - graphCMS, CMS (Shopify Enterprise), FreshDesk Suite, Channelside, ZigPoll
 - Established the framework with cross-team leadership for the Design Language System and Dev Component Library
 - Implemented Hypothesis Testing framework with Dev/Design iterations resulting in 69% increase in conversation rates
 - Created Service Blueprint (User flow, customer channels, interactions, data metrics, hypothesis testing, and opportunity areas)
- **Arvest Bank** | Digital Retail e-Bank Strategy
 - Set up OKRs, Product Strategy, Design Concepting, and Strategic Roadmap for NewBank venture arm of Arvest
 - Led Design Language System (DLS) and Front-End Product Delivery for NewBank venture arm of Arvest

BRANDS OF AMERICAS

May 2020 – June 2021

Product Manager & Strategic Advisor

San Francisco, CA

- Brought by the CEO to build the Product Management organization for the company
- Rebuilt the checkout process by assessing Google Analytics data and identifying bottlenecks through HotJar, coordinating with engineering and implementing a new UX/UI - increasing conversion rate by 12% in the first four weeks
- Market research identified 3 new revenue streams for B2B customers, generating 22% more revenue in 2020
- Led dev team of 5 to develop PWA platform ahead of schedule, increasing average dollar spent per transaction by 30%
- Built roadmap and 5-year strategy plan with Co-Founders to help successfully fundraise \$2 Million in Series A
- Managed partnership with the Puerto Rico Department of Tourism as well as numerous municipalities in the island to collaborate on data analytics (SQL) and to build a stakeholder-driven dashboard through Microsoft Power BI

VECTOR, INC. Nov 2019 - Apr 2020
Director - Enterprise Partnerships San Francisco, CA

- Collaborated with engineering and customer success teams to write user stories and ultimately expand product strategy to new customer vertical (i.e. Landscaping) - average account revenue for new vertical has been 2x the initial vertical (trucking)
- Coordinated with internal engineering, customer success teams, and external customers to receive feedback loop and expand on pain points which led to the development of Unit Economics + ROI Model resulting in the team closing \$400k in 3 months

BOOSTER FUELS, INC. Dec 2017 - Oct 2019
Growth Product Manager | Senior Business Development Manager San Francisco, CA

- Worked with the President of the fleet business and Co-Founder of the company to develop the strategy and cadence to increase fleet sales from \$2 million to \$25 million (projected ARR) in two years - team grew 150%
- Closed first enterprise account (AT&T) for the fleet business, projected \$45M ARR and established national partnership
- Founded the Enterprise Division and supported the Chief Product Officer to build and prioritize roadmap and requirements for v1 & v2 of the Enterprise Product - reduced service ticket issues (e.g. missed fuelings, late arrivals, etc.) by 5% and provided greater fueling analytics to customers
- Assisted in all product management client-facing efforts such as collecting feedback from and launching new solutions to customers and implementing user testing/research for the dashboard of enterprise customers
- Coordinated with Co-founders, Chief Product Officer, and team of engineers to re-design the customer onboarding, data analytics, and hierarchical role-based access control (RBAC) on the portal which increased client retention from 91% to 96%
- Integrated fuel cards with WEX and COMDATA, growing enterprise customer base by 250% in 5 months

JULO EXCHANGE, INC Apr 2016 - Feb 2019
Co-Founder & Product Manager San Francisco, CA

- Integrated a fully-customized CRM (Zoho) with the platforms mentioned above to grow it to +16,000 industry contacts
- Led multi-disciplinary team to deploy and scale a marketplace for secondary capital assets, generating \$750k in revenue (2018)
- Spearheaded customer interviews, and feedback loop, and coordinated a focus group of internal stakeholders to launch an improved UX/UI which enabled 600% growth in the number of assets hosted on our suite of platforms

OTHER EXPERIENCE

MORGAN STANLEY June 2013 – Mar 2016
Global Investment Management (International Financial Advisory)

CAPITAL ASSET EXCHANGE AND TRADING (CAET) Sept 2012 – Apr 2013
Capital Asset Trader (Associate) – SEG - International Sales & Trading

VANGUARD GROUP, INC. Aug 2011 – Sept 2012
Financial Analyst – Strategy & Finance

VOLUNTEERING

COVIDACTNOW.ORG Apr 2020 – May 2020
Senior Product Manager - Dashboard/Analytics Platform Design Project

TECHSTARS Aug 2023 – Present
Start-Up Mentor: Venture building, product management, growth strategy

EDUCATION

UNIVERSITY OF NOTRE DAME Aug 2005 – May 2009
Bachelor of Business Administration (Major: IT Management) Notre Dame, IN

HOFSTRA UNIVERSITY (FRANK G. ZARB SCHOOL OF BUSINESS) Sept 2009 – May 2011
Master of Business Administration (MBA - Concentration in Finance) Hempstead, NY

CORRELATION ONE - Data Science For All (DS4A) / Fellowship Program Oct 2020 – Feb 2021
The DS4A program features the premier data analytics and Ai training in the world
Graduating with Honors & Distinction | Thesis submission won 1st place (out of a cohort of 500)

UC BERKELEY (VC UNIVERSITY) - NVCA, and Venture Forward Aug 2023 – Dec 2023
Venture Finance Certificate (Executive Education)