

JOSE GARCIA VALVERDE

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PRINCIPAL PRODUCT MANAGER

I build and scale B2C products, lately the Gen Digital customer portals serving 400M+ people across Avast and AVG. What I do best is find signal in messy qualitative feedback and turn it into a revenue line that holds up under experimentation. Across seven years I've done this from zero to launch and through the scaling that follows, while owning multimillion-dollar P&Ls and leading senior teams along the way.

KEY SKILLS

- Defining product vision and multi-year effort for global products serving over 400M of customers
- Leading P&L performance by optimizing growth, LTV and ARR through AI features and churn-mitigation strategies
- Improved customer retention by aligning revenue targets with user experience, expertly managing technical trade-offs and engineering resource allocation
- Creating a high-quality high-velocity delivery culture across cross-functional squads (Engineering, Design, GTM)
- Data-driven decision-making integrated with continuous user research and platform performance review
- Pitched and secured executive buy-in to develop an internal startup to accelerate the entry into the esports space and delivered the initial MVP
- Expert in B2C platforms, Cybersecurity & Customer Portals, Web and Mobile Development, Gaming, and Esports

WORK EXPERIENCE

Principal Product Manager – Portal Subscriptions, Gen Digital

Prague, Oct 24 – Jan 26

- Generated \$10M in annual revenue and reduced churn by leading the product strategy for customer portals across Avast, and AVG, serving a combined user base of 400M+
- Reduced churn by 1% and drove \$1M in ARR by defining evaluation criteria and success thresholds for an AI-based dynamic pricing feature
- Retained \$600k in ARR by lowering churn by 0.5% via a Threat Intelligence dashboard transforming invisible malware threats into concrete metrics utilized by clients to justify subscription renewals
- Maximized revenue impact and strategic alignment by implementing a cross-departmental prioritization framework that synchronized Sales, Product, and Engineering initiatives with the long-term corporate roadmap
- Doubled delivery velocity by establishing a new standard for product-engineering-marketing collaboration

Senior Product Manager – Mobile Apps, STRV

Prague, Aug 23 – Aug 24

- Secured project profitability by owning the full lifecycle of two iOS and Android products from ideation to market-ready release, managing budgets and stakeholder expectations through strategic engagement
- Drove strategic alignment and navigated delivery pivots by partnering with C-level to safeguard project timeline

Product Lead – Gaming & Esports, AB InBev

Prague, Aug 21 – Jan 23

- Promoted to Product Lead in 15 months by validating the initial product concept and securing executive buy-in for geographical and team expansion
- Drove 4,500% user growth and \$350K+ in ROI for AB InBev's thecooldown.gg by executing a multi-channel strategy spanning micro/macro-influencers and strategic partnerships
- Led a team of five to evolve the product from a vision into an asset that bridged the gap between established internal brands and the global gaming and esports audience
- Reduced bounce rate by 40% and increased MAU by 20% by implementing data-driven product optimizations and collecting user feedback through structured interviews

- Boosted bar owner engagement by 40% through the successful launch of two features: an events calendar and a table booking system
- Unlocked \$150k in additional funding for South American expansion from Global VPs to capture early market share in a high-growth esports demographic via targeted advertising and flagship live events

Senior Product Manager – Gaming & Esports, AB InBev

Prague, Apr 20 – Jul 21

- Pitched and launched thecooldown.gg, AB InBev's first esports platform MVP and established product-market fit in a completely new category
- Achieved 1,500% user growth by driving a rapid acquisition strategy while promoting the platform on Discord
- Generated \$320k in incremental revenue and 9,000 user signups from the Bud Light & Fnatic co-branded campaign
- Established a global gaming roadmap and cross-brand collaborations by influencing executive strategy and building relationships with VPs and Senior Directors

Product Manager – Internal Platform, AB InBev

Prague, Jun 19 – Mar 20

- Achieved a zero-downtime launch for a critical finance platform by translating financial requirements into technical specifications, resulting in zero-bug delivery
- Drove seamless platform adoption and an NPS of 33 by owning the change management strategy, including 10 training sessions across Europe

Project Lead, AB InBev

Prague, Feb 18 – May 19

- Promoted to Project Lead in 14 months by designing and executing a high-volume recruitment strategy
- Achieved 100% of hiring targets (140 graduates) by delivering an end-to-end recruitment program and driving operational excellence through improvement cycles that identified top-tier talent from a pool of 12,000 applicants
- Secured a 30% program budget increase and strengthened employer brand by quantifying talent pipeline ROI for the European Scholarship Program

Project Manager, AB InBev

Prague, Oct 16 – Jan 18

- Increased SLA adherence from 67% to 95% while leading a team of six recruiters by establishing a structured talent management process
- Maintained 100% recruitment process continuity during an RPO transition from Cielo Talent to Wilson HCG by driving training sessions on recruitment, pipeline and event management

EDUCATION

Master's in International Business Communication, Copenhagen Business School, Denmark

Including semester abroad at Ewha School of Business in Seoul South Korea

Bachelor's in Translation & Interpreting, University of Turin, Italy

ADDITIONAL INFORMATION

Certifications:

- AI Foundations, Brian Balfour, Reforge (2025)
- Design Foundations, Bruno Bergher, Reforge (2025)
- Consumer Subscription Growth, Phil Carter, Reforge (2025)
- User Psychology, Mallory Contois, Reforge (2025)
- Esports Management, UC Irvine, (2021)

Volunteering:

- Provide pro-bono CV optimization, and interview coaching for junior professionals (2026)
- Student Mentor, Copenhagen Business School (2021, 2022)
- Gifts Collection Coordinator, Dětský Domov Orphanage, (April 2019)

Languages: English (Fluent), Italian (Native), Spanish (Native)