

LEONARDO BORDONES ALVAREZ

PRODUCT MANAGER | B2B SAAS | DIGITAL TRUST | CUSTOMER JOURNEYS

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PROFESSIONAL SUMMARY

Product Manager and Product Owner with 4+ years building B2B SaaS, digital identity and customer-facing products. Experienced in product discovery, roadmap strategy, backlog management and cross-functional delivery across Engineering, Design, Legal, Sales and Customer Success. Strong track record simplifying regulated and complex user journeys through customer insight, experimentation, no-code prototyping and data-informed prioritization.

CORE SKILLS

Product Strategy & Roadmaps | Product Discovery | Customer Research & Journey Mapping | Backlog Management | Requirements, Epics & User Stories | Agile Delivery (Scrum, Kanban) | Prioritization (RICE, MoSCoW) | B2B SaaS | Digital Identity & Electronic Signatures | Onboarding & UX | A/B Testing | Analytics & Experimentation | No-Code Automation

PROFESSIONAL EXPERIENCE

Signaturit | Valencia, Spain

Product Owner / Product Manager | Nov 2024 - Present

Own product discovery and delivery for Digital Certificates, improving clarity, reliability and adoption across certificate-related customer journeys.

- Lead discovery across user needs, business priorities and regulatory context for digital certificates and digital trust products.
- Define and prioritize initiatives; translate problems into requirements, epics and user stories for delivery teams.
- Partner with Engineering, Design, Legal, Sales and Customer Success to align product delivery with customer value, compliance and business goals.
- Use customer feedback and product insights to reduce friction in onboarding, certificate issuance and operational journeys.

Vitaliti

Product Manager | Nov 2023 - May 2025

Product Manager for a subscription-based B2B company, shaping product vision and guiding development of Webflow-focused products including AI content creation and SEO analysis.

- Defined and evolved the product roadmap by connecting user needs, growth opportunities and delivery priorities.
- Created epics and user stories; managed the product backlog to guide end-to-end development.
- Used customer feedback, product data and experimentation to iterate on features supporting subscription growth and monthly recurring revenue (MRR).

Digital Inc

Product Manager Builder | Jun 2022 - Nov 2023

Helped businesses convert digital and operational challenges into practical products, MVPs and automated workflows.

- Led product ideation, discovery and MVP definition for client projects; designed customer-facing digital experiences, Webflow sites and tailored product flows.
- Built a repeatable delivery system that reduced development time from 8 to 4 weeks across sitemap, wireframes, style guide, copywriting, customization and animations.
- Developed a RoboInvestor platform landing page that converted more than 2,000 clients after launch.
- Implemented Make and Zapier automations and third-party integrations to improve operational efficiency.

PROFESSIONAL EXPERIENCE (CONTINUED)

Stayland

Digital Product Manager | Jun 2022 - Oct 2023

Led digital product development for real-estate brands, aligning product goals and roadmaps with business strategy.

- Defined product goals, roadmaps and KPIs; prioritized the backlog and refined features based on business needs.
- Led cross-functional teams and maintained product timelines using ClickUp, Jira and Trello.
- Ran A/B testing and iterative validation to improve user-centric solutions; applied Scrum and Kanban to support efficient delivery cycles.
- Implemented ClickUp and workflow automations for a 65-person organization, reducing the need for manual project tracking by 30%.
- Implemented QuickBooks Online for a holding company with 30+ LLCs, reducing accounting delivery time from two months to one month.

Stayland

IT Support Specialist & Front End Developer | Jun 2022 - Oct 2023

- Developed and maintained WordPress and Webflow projects; built internal tools, automations and integrations supporting digital operations.
- Created technical documentation and contributed to property-management, fintech, IoT and operational-integration initiatives.

Full CrossFit | Valencia, Spain

Customer Success Manager / Customer Success Specialist | Feb 2018 - Aug 2021

- Developed customer-care processes and internal protocols; mapped customer journeys and collaborated with technology teams to improve the customer experience.
- Used customer feedback and KPI analysis to support onboarding, retention, acquisition and new product/service implementation.

EARLIER EXPERIENCE

Community Manager / Marketing Consultant, Self-employed (Jan 2017 - Oct 2020) | Retail Sales Specialist, OCN, Buenos Aires (Mar 2015 - Jul 2016)

EDUCATION

Master of Business Administration (MBA), thePower | Oct 2018 - Dec 2018

Bachelor's Degree in Business Administration, Universidad de Carabobo | Feb 2012 - Jun 2016

CERTIFICATIONS

Product Discovery, Thiga Academy | Digital Product Manager, Thiga Academy | UX/UI Design, Google | Webflow Developer, Webflow Academy | JavaScript Algorithms and Data Structures, freeCodeCamp | Responsive Web Design, freeCodeCamp | Layout Level 1 & 2

TOOLS & LANGUAGES

Tools: Jira, ClickUp, Notion, Figma, FigJam, Miro, Webflow, WordPress, Make, Zapier, Airtable, Power BI, Microsoft Clarity, Tableau, Google Workspace, ChatGPT. Languages: Spanish (Native/Bilingual), English (Full Professional Proficiency).