



# PABLO MARTIN

PRODUCT MANAGER

— Versatile Product Manager with a hybrid background in UX, analytics, data visualisation and complex internal tools. Known for simplifying messy problems into clear product strategies and intuitive analytical experiences. Brings 15+ years across pricing, analytics, BI and enterprise products, with experience **defining product foundations**, **scalable workflows** and **design standards** used across internal tools. Thrives where data, user experience and business outcomes meet.

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## EDUCATION

### UI DESIGN CERTIFICATE

Shift Nudge

### PRODUCT MANAGER CERTIFICATE

IMB

### UX DESIGN CERTIFICATE

Google

### GRAPHIC DESIGN CERTIFICATE

CalArts

### REVENUE MANAGEMENT CERTIFICATE

Cornell University | NY

### MASTERS DEGREE IN MANAGEMENT

European University | Madrid

### BACHELOR'S DEGREE IN BUSINESS

UNED | Madrid

## WORK EXPERIENCE

### PRODUCT MANAGER

bp | July 2025 - Present

Lead product strategy, discovery and delivery for pricing and fleet-related decision-support tools across **bp's Global Pricing organisation**, operating in a complex, multi-region environment with evolving operational constraints.

- **Define the vision, roadmap and success measures** for multi-market pricing and transport-adjacent decision-support tools, balancing optimisation, compliance and workflow efficiency.
- **Lead end-to-end discovery**, including user interviews, journey mapping, problem statements, personas, value definition and prioritisation.
- **Partner with design** to shape early prototypes, UX flows and concept models, **aligning business, engineering and pricing stakeholders**.
- **Manage a cross-functional squad** of 5+ engineers, analysts and designers, ensuring consistent delivery and a strong product mindset.
- **Establish core product rituals and ways of working**, including documentation standards, discovery frameworks, backlog refinement, value tracking and workshop best practices.
- **Improve workflow clarity and product consistency** across tools, enabling faster decisions and a better user experience.

**Impact:** Delivered **Apollo**, a scalable pricing decision-support tool, generating ~£1.5m in annual value in one market, accelerating pricing decisions and saving hundreds of analyst hours per year, with rollout underway across additional markets.

### PRODUCT MANAGER

bp | December 2022 - June 2025

Led internal reporting and digital product initiatives within the **People Insights & Analytics** organisation, combining product strategy, UX thinking and data-driven design to deliver clearer, more user-centred tools for global teams.

- **Owned product delivery** across multiple internal tools, defining requirements, roadmaps and priorities in collaboration with engineering design and analytics.
- Led **end-to-end discovery, ideation and validation**, using interviews, journey mapping, early concepts and rapid prototyping to shape direction.
- **Modernised digital experiences** using UX/UI principles and data visualisation best practices, improving clarity, usability and engagement.
- Established **coherent product standards**, including UI patterns, documentation and clearer backlog refinement, improving alignment and delivery quality.
- Developed **structured reporting & product frameworks**, enabling more consistent delivery & clearer self-service guidance for internal teams.

**Impact:** Launched **Workhub**, a centralised internal platform that increased weekly active usage by ~80%, reduced key journey drop-offs by 25% and lifted user satisfaction from 64 to 82 across the function.

## SKILLS

### PRODUCT MANAGEMENT

- Vision & Roadmap
- Product discovery (workshops)
- Value proposition & problem framing
- Sprint planning, scope & prioritisation
- Stakeholder management
- 0–1 product development
- Operating in ambiguous environments
- Enterprise workflow optimisation

### UX & RESEARCH

- User interviews & Journey Map
- Ideation & early concepts
- Prototyping & usability testing

### UI & DESIGN

- Interaction design
- Design systems
- Accessibility & visual clarity

### DATA, ANALYTICS & VIZ

- Data Viz & storytelling
- Insights interpretation
- Performance measurement & value tracking
- Operational decision-support

## TOOLS & TECH

- **Product & Delivery:** Azure DevOps, Confluence, Jira, Whiteboards, Agile/Scrum environments, backlog refinement, MVP scope.
- **Design:** Figma, Sketch, Adobe XD, Illustrator, After Effects
- **Apps/Frontend:** Streamlit, Power Apps, HTML/CSS, React & API-aware product design
- **BI & Data:** Power BI, Looker, Tableau, SQL & JSON
- **AI:** ChatGPT, Co-pilot, Claude, Gemini, Cursor, Lovable & Make

## WORK EXPERIENCE (CONTINUED)

### PRODUCT LEAD - INSIGHTS AND ANALYTICS

Warner Bros. Discovery | Oct 2020 - Nov 2022

**Lead product discovery and delivery for internal analytics tools and reporting experiences**, shaping how data products were defined, designed and adopted across multiple business units.

- Guided **end-to-end product work** from opportunity framing to tested concepts and final delivery.
- Applied **UX research and usability testing** to optimise layouts, reduce friction and improve interpretation of insights.
- Translated business needs into **clear product requirements**, experience flows and early prototypes.
- Worked closely with engineering and data teams to shape **feasible, value-focused solutions**.
- Created a **reporting experience framework** that improved consistency and usability across dashboards.
- Promoted **user-centred, iterative ways of working** within analytics and reporting teams.

**Impact:** Led discovery and delivery of the **Production Cost Dashboard**, increasing weekly usage by 35% across production strategy and finance teams and reducing time spent in budget-related stand-ups by ~20% through clearer cost visibility.

### BUSINESS INTELLIGENCE DEVELOPER

Native Places | May 2018 - Sept 2020

Designed and delivered self-service BI dashboards and operational tools, transforming complex business requirements into clear, data-driven solutions for commercial and operations teams.

- Developed **user-friendly dashboards** that blended BI engineering with simple, intuitive UI for faster decision-making.
- Translated business needs into structured requirements and prototypes, improving adoption and engagement.
- Streamlined workflows by redesigning **data access and reporting processes**, reducing ad-hoc analysis for business teams.
- Collaborated with stakeholders to define KPIs, success measures and reporting logic across commercial functions.
- Improved the reliability of reporting by **refining data models and validation processes**, ensuring accurate, trusted insights across teams.

**Impact:** Built a company-wide **reporting framework from scratch**, creating a single, structured view across pricing, sales, operations and finance to support consistent, data-driven decision-making.

### SENIOR PRICING ANALYST

Vincci Hotels / Travelodge / NH Hotels | May 2008 - Feb 2018

**Led pricing and commercial optimisation** across large, multi-market organisations, translating complex demand signals into structured decision frameworks that supported growth and profitability.

Partnered closely with commercial, sales and operations teams to align pricing strategy with wider business objectives, balancing market dynamics, operational constraints and long-term performance outcomes.

**Impact:** Drove a shift to **revenue-led, data-driven decision making** across multiple businesses, achieving ~98% average forecast accuracy at European level and leading the move from **Excel-heavy workflows to BI-driven reporting and optimisation**.