Héctor Dario Arroyo Gómez

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Experience

Linkfire
Marketing SaaS tool for the Music Industry

Senior Product Manager   Copenhagen, Denmark
                                                               (2019-Present)

Led an agile team up to **12 people**, which delivered initiatives that:
- Scored **84/100** score in the **Net Promoter Score** survey in the SaaS offering
- Averaged **8% organic growth Month over Month** on traffic (music fans reach) for all customers tiers
- Drove more than **2.7 billion** music fans to music services with **3.000.000** campaigns created by clients
- Led **API** projects with **Apple** for integrating and delivering **Apple Music for Artists** program. Reached more than **80,000 artists** using Linkfire tools from Apple Music for Artists app.

Telefonica
Biggest Telecom in Europe (owner of O2)

Senior Global Product Manager, NLP   Madrid, Spain
                                                               (2018-2019)

Coordinated & delivered solutions (web chat and WhatsApp integration) based on our AI bot that:
- Grew more than **x1.000** in number of conversations and **x800** in number of MAU

Kairos Digital Solutions
Fastest growing tech consultancy company in Spain

Product Manager Consultant; Country Manager   Madrid, Spain; Mexico City, Mexico
                                                               (2015-2016)

- Led a product team of 7 people that got acqui-hired by BBVA.
- Helped to close **9 major deals** with listed companies.
- Launched one IoT product, one mobile product key for client's strategy.
- Led the operations of the company in Mexico during the first 6 months in the country.

Santander Bank
Biggest bank in Europe

Product Manager - Spain   Madrid, Spain
                                                               (2015)

Implemented the marketing push notification system
- **50.000 clients** got marketing alerts in the first 12 hours.

Product Manager - Corporate   Madrid, Spain
                                                               (2013-2014)

Managed and supported the iOS apps of Santander Group. Delivered Santander Bank Germany v1 that:
- Added **80.000 people** as new digital banking users.

*Volunteered in NGOs and communities (Cibervoluntarios, ProductSchool)

Education

University of Westminster   London, United Kingdom
                                                               (2021-2022)

- Currently enrolled in *M.A. in **Music Business Management*** as a part-time student.

Universidad Politécnica de Valencia   Valencia, Spain
                                                               (2006-2012)

- *B.Sc. in **Computer Science***
  - **Degree thesis with Honors**
  - **UPV-Bancaja award** for Degree thesis
  - ***Erasmus*** *student* at Universita' degli Studi di Brescia   (2008 - 2009)

Universidad de Alicante   Alicante, Spain
                                                               (2011-2012)

- *Postgraduate diploma in **Software development for mobile devices***