

Adrián Luna Díaz

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Summary Professional Profile

Senior Product Manager with an **Industrial Engineering** background and **10 years** of experience building, launching, and scaling digital products for 20M+ users across B2B and B2C ecosystems. I blend an engineering mindset with a **product sense** and a **customer obsession** to turn technical complexity into measurable business impact.

At LALIGA Fantasy, architected a full PLG monetization system from scratch: behavior-triggered paywalls, subscription and IAP flows, and cohort-validated experimentation that resulted in 33% of total revenue and ARPU doubling YoY. Specialized in end-to-end subscription lifecycle management: paywall orchestration, offer design, entitlement architecture, and Apple/Google payment integration.

Technical PM who prototypes with code and discusses APIs, data models, and system architecture directly with engineering. Fluent in cohort analysis, funnel instrumentation, and conversion rate optimization. Builds with AI-accelerated workflows daily.

Professional Experience

Senior Product Manager — LALIGA

Madrid, Spain | 2021 – Present

- Managed the **end-to-end lifecycle of LALIGA's official digital products** (App, Web, Fantasy), aligning product vision with company strategy and long-term growth goals.
- Architected the full PLG monetization strategy for LALIGA Fantasy, shifting millions of users from an ad-only model to subscription and IAP through behavior-triggered Contextualized Conversion Flows: paywalls triggered at high-intent feature access moments, with copy matched to that specific feature's value. A/B tested across 200,000+ user variants on paywall placement, pricing tiers, and offer copy, validated through cohort segmentation by entry point and acquisition path. Result: 33% of total premium revenue from contextual flows, 325% revenue growth over two seasons, ARPU doubled YoY, 40% lower churn for contextual acquirers vs. settings-screen acquisition paths.
- Relunched the Official LALIGA App as a personalized fan experience platform, shifting the product identity from a match-information lookup tool to a registered-user product where personalization is the core value driver. Registration was the primary KPI:

converting an anonymous visitor to a registered fan unlocked personalized content, team preference routing, and AI-generated highlights. Rebuilt the onboarding funnel from cohort drop-off analysis by acquisition channel, shortened step count, introduced channel-specific entry points, staged rollout against pre-launch baselines. Results: 7% increase in registered user conversion, 13% profile completion increase, 20% D7 retention improvement, 70% sessions per user uplift, 260,000+ personalized highlight clips delivered per season.

- Led the **rebranding of LALIGA's digital ecosystem**, enhancing UX/UI cohesion and brand perception across all official products.
- Defined **KPIs** and built **funnels** to measure success and optimize products through user segmentation and cohort analysis, regularly reporting to executive leadership.
- **Managed cross-functional stakeholder collaboration** with a customer obsession and transparency approach, orchestrated alignment between Engineering, UI/UX, and Marketing to deliver high-performance features in a fast-paced, "always-on" environment.
- Mentored junior PMs and helped build a culture of ownership, iteration, and continuous shipping within the product team.

Product Manager — Urbiotica

Barcelona, Spain | 2021

- Managed the **Smart Parking SaaS platform and mobile apps (B2B & B2C)** as the first product team member, reporting directly to the CMO.
- Conducted **fieldwork** during **discovery** to understand end users and optimize the installation and connectivity flow of physical sensors with the SaaS platform, reducing installation time by 14%.
- Took on **UI/UX design** responsibilities in the absence of a dedicated design team, crafting intuitive and technically aligned interfaces.
- **Supported sales** with tailored demos to facilitate adoption and deal closures.
- Defined and managed the **roadmap**, iterating based on feedback, technical feasibility, and business value.
- Partnered cross-functionally with **engineering**, sales, and executive teams to ensure cohesive product development, successful go-to-market, and customer satisfaction.

- Implemented tools and workflows (Make, ClickUp, Airtable, Figma) to scale **product operations**.

Founder — Traveliè

Barcelona, Spain | 2020 - 2022

Traveliè is a travel APP designed to offer unforgettable travel experiences based on your preferences for places to discover, through unbiased recommendations from friends, locals, or travelers worldwide. It emerged from the frustration of losing out on interesting places during trips, a problem shared by 86% of people who feel their trip doesn't meet expectations, and 68% who feel they've missed nearby places.

- **Market Validation:** Identified a key problem shared by 86% of travelers (the frustration of missing interesting places) and created a solution validated through extensive research.
- **Product Management:** Drove the product development from initial idea to a functional prototype, ensuring efficient execution aligned with business objectives.
- **Data-Driven Decisions:** Identified and executed the main **KPIs** and supporting metrics to assess product performance and identify opportunities for improvement in technology, operations, and customer experience.
- **Brand Positioning:** Developed a unique value proposition, business model, and communication plan that positioned Traveliè as the ideal travel companion for non-conformist travelers, highlighting the importance of avoiding the frustration of tourist crowds.

Project Engineer

Madrid, Spain | 2014 - 2020

- **Padel (Bullpadel and Starvie):** Collaboration in Research and Product Development. Implemented their new brand weight system design on the paddle blade guard.
- **Technology consulting (EY):** Responsible for the Payments block in Santander Bank's migration. Release planning, backlog management of the Santander Bank migration payments team.
- **Construction (Ferrovial and 2VG Dreams)**

Education

- Advanced Product Analytics — Escuela Escribano (2025)
- Product Leader Certification — Product School (2023)
- Design Graduate - Instituto Tramontana (2022)

- Senior Product Management Certification — Product School (2021-2022)
- Online Course in Digital Product Design - LaBasad (2021)
- Master in Digital Product Management — Nuclio Digital School (2020-2021)
- BS & MSc in Industrial Engineering — Universidad Carlos III, Madrid (2015 - 2018)

Core Skills

- AI-First and Data-Driven Decision Making.
- AI-native product development: LLM integration, AI coding agent, context operating system.
- Technical Integrations: APIs, SDKs, webhook architecture, subscription infrastructure
- Product Strategy and Vision, Discovery, Roadmapping, Prioritization (MoSCoW), KPIs, Experimentation
- PLG and Monetization: Subscription Workflows, Contextual Paywall Orchestration, IAP, Win-back Flows, Lifecycle Campaigns
- Funnel Optimization: Cohort Analysis, A/B Testing, Conversion Rate Optimization, Onboarding Design
- Stakeholder Management & Collaboration
- Customer obsession: Empathy & User-Centric Mindset
- Product Ownership & Accountability
- Expert in AI-driven product strategy, automating market research and competitive analysis with AI agents to save time on manual tasks.
- Applying AI in digital product prototyping to simulate experiences and identify friction points in the user journey. Shifting workflows to faster and more fluid cycles, moving from heavy documentation to early functional prototypes that guide development.
- Eager to learn, adaptable and problem-solving

Technical Skills and Tools

- AI stack: Claude Code in Warp, Gemini, Cursor and Google Antigravity and for quick prototyping: replit, Google AI Studio, Lovable, Cursor, v0, and Rork.
- AI agent workflows (n8n, Make, Claude API, Codex, Gemini, Cursor agentic mode): production automation for competitive research, PRD drafts, and product discovery.
- Product management: Notion, Linear, Click Up, Jira, Miro.
- Analytics: Amplitude, Google Analytics, Google Optimize, Google Tag Manager, PowerBI
- Wireframe & Product Design: Figma, Whimsical, Paper and Pencil.
- Web development: React and HTML & CSS.

Languages

- Spanish (native)
- English (Advanced CAE)

Relevant Advanced Certifications

- Advanced course in Product Analytics @ Escuela Escribano
- Product Leader Certification @ Product School
- Senior Product Manager Certification @ Product School
- Design Graduate @ Instituto Tramontana
- Product-Led Growth @ Product School
- Product Owner & Scrum Master @ scrum.org
- Digital Product Design @ LaBasad
- ThePowerMBA Future Leaders