# Manuel Alarcón Cano

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## RELEVANT EXPERIENCE

### Ometria UK, Remote — Director of Development
JANUARY 2024 - DECEMBER 2024

- Reviewed all internal processes within the Development team, allowing them to expand their service offerings, increase capacity & autonomy and driving client satisfaction
- Guided Deliverability and Technical Project Management teams in creating scalable, efficient processes, ensuring governance and successful project execution
- Built and maintained strong relationships with technology stakeholders, providing strategic insights and supporting Sales & Client Success teams in client interactions
- Managed and coached a multidisciplinary team, driving performance, fostering growth opportunities and ensuring alignment with organisational values & objectives

### Adludio UK, Remote — Head of Engineering & Product Owner
JULY 2020 - DECEMBER 2023

- Delivered a SaaS platform capable of running automated end-to-end marketing campaigns with AI optimisation (LLM + ML tools), direct DSP integration, live reporting and AdUnit generation
- Managed a dedicated Agile team (1 Project Assistant, 2 Product Owners, 2 Designers and 10 Developers) spread across 5 different countries
- Defined and continuously reviewed all internal processes to boost productivity, engagement and delivery pace, including: Peer review of PRs, prototyping, preview links for QA without having to merge into main, etc.
- Personally responsible for recruiting and interviewing everyone in my team, maintaining a consistent team culture and atmosphere to boost communication, collaboration and creativity
- Organised quarterly hackathons allowing the team to work on things they were passionate about, taking those learnings back to everyday operations (we shifted from TypeScript to Go thanks to this)
- Running the Development team whilst being a Product Owner has allowed me to define elements of the platform and ensuring they came to fruition

### Audax Digital, Madrid — Founder & Director
JANUARY 2020 - PRESENT

- Started Audax after leaving Vitamin Amsterdam, designing a new offering for SEMs and startups that needed to create or improve their digital presence
- Top projects include, a brand new platform for the biggest Hi-Fi Audio retailer in Australia, a SaaS platform for a digital rights startup and a custom booking system for an entertainment business in the UK
- Successfully launched over 70 digital solutions

Vitamin Amsterdam, Amsterdam — Co-Founder & Managing Director
APRIL 2019 - DECEMBER 2019

- I set up and ran Vitamin Amsterdam, the mainland-Europe branch of the Multivitamin Group, based in London
- Implemented a one-stop-shop for SMEs and startups for their branding and digital presence, specialised in eCommerce and template-based websites
- The main branch of the business (Multivitamin Group) provided portfolio and brand support, but there was no economic backing. I signed enough clients before making the move to ensure the business was self-sufficient from day 1
- Partnered with several incubators in the Netherlands to build the brand and create a customer base

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## EDUCATION

Bath Spa University, United Kingdom — BS Business & Management
2013 - 2016

European School Alicante, Spain — European Baccalaureate Diploma
2002 - 2013

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## SKILLS AND INTERESTS

### Languages

- Native **Spanish**
- Fluent in **English** and **French**
- Conversational **Italian**
- Basic **Dutch**

### Skills

- Technical: **MongoDB, Express, React, Node.js, Javascript**
- Project management tools: **Jira, Trello, Asana, YouTrack, Basecamp, Monday, Toggl, Notion**
- Cloud: **AWS, CloudFlare, cPanel**
- Content Management Systems (CMS): **Strapi, Wordpress, Contentful, Shopify, Sanity**
- Design Software: **Figma, Adobe Illustrator, Miro, Excalidraw, Canva**
- Media Editing Software: **FCPX, Sony Vegas Pro, Adobe Photoshop, SketchUp**

### Volunteering

- Donated a website to *Tomamos Parte*, an association that supports children with Dravet syndrome
- I collaborate regularly with Demium Madrid as a mentor for startups in their incubator program
- Volunteered at Asoka (animal shelter) and adopted twice from them