

TINO DE LA O

Head of Product | B2B & B2C Marketplaces, SaaS & Hardware

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SUMMARY

Product Leader with 16+ years of experience making products, including 11+ years in Product Management across B2B SaaS, B2C subscription products, marketplaces, and hardware in Australia, the US, and Mexico. Built and led cross-functional product teams across multiple product areas, owning product strategy, portfolios, and business outcomes from 0-1 through scale. Track record includes transforming OCC Mundial's candidate experience to drive +70% account creation, +40% completed resumes, and +20% applications; scaling Placeit's product experience across growth, retention, and editors; identifying a \$52M Enterprise expansion opportunity at Envato; and redesigning Imbera's cooler platform, contributing to a 25% increase in sales of contained products. Grounded in Industrial Design with a Master's in Product Innovation, combining systems thinking, user-centered design, technology, and business strategy to solve high-ambiguity product challenges across physical and digital products.

CORE COMPETENCIES & SKILLS

Product Leadership & Strategy: Product Strategy, Portfolio Ownership, Product Lifecycle Management, Product Discovery, Product-Led Growth (PLG), B2B SaaS, B2C Marketplaces, Go-to-Market (GTM) Strategy, Roadmap Planning, 0-1, 1-N, Pricing, Enterprise Products, Retention, Conversion, Opportunity Sizing, OKRs & KPIs.

Leadership & Execution: Cross-Functional Leadership, Product Team Building, Product Manager Mentorship, Executive Stakeholder Management, Hiring, Agile Methodologies, Quantitative & Qualitative Research, A/B Testing, Product Requirements Documents (PRDs), AI Workflows, Amplitude, Mixpanel, SQL.

PROFESSIONAL EXPERIENCE

Head of Product | Productistas

Nov 2025 – Present | Monterrey, Mexico

Fractional Head of Product for founders and business leaders, leading product strategy and execution across client engagements. Own discovery, product definition, UX, and technical architecture, turning ambiguous business problems into validated opportunities and production-ready platforms.

Envato (Acquired by Shutterstock, NYSE: SSTK, \$245M, 2024)

Sep 2019 – Aug 2025 | Guadalajara, Mexico - Melbourne, Australia (Remote)

Senior Product Manager, Envato Enterprise (B2B)

May 2024 – Aug 2025 | Melbourne, Australia (Remote)

Owned Envato Enterprise's product strategy and portfolio, taking full ownership of both the Enterprise and Account Management product areas after the incumbent director's departure and reporting directly to the Head of Product. Led two cross-functional teams totaling 11 across Engineering and Design, with an Engineering Manager on each squad, driving delivery across independent Data, QA, and Marketing functions.

- Identified a \$52M expansion opportunity within Envato's active user base by enriching corporate email domains via ZoomInfo and modeling tier conversion, redirecting roadmap priorities toward a dedicated Teams-to-Enterprise motion.
- Reduced Enterprise activation time from 57 to 33 days (-42%) and cut manual sales workload by 40% by designing and shipping a Demo-Gated Checkout that decoupled technical activation from billing verification.

- Defined a new roles and permissions model for Teams & Enterprise, separating asset consumption from account administration through Super Admin, Admin Only, and Member roles, with seat allocation, billing, team management, and permission rules designed around recurring Enterprise customer needs.
- Tripled inbound Enterprise lead volume and doubled lead quality by designing a high-converting landing page and optimizing the Enterprise Inquiry form.
- Introduced SAML SSO internally with Okta to build expertise and validate the implementation, then brought it to Enterprise and expanded support to Microsoft and Google based on live pipeline demand, ultimately covering 80%+ of requested authentication providers.
- Led the redesign of Envato's My Account experience, restructuring account information and settings to make key account-management tasks easier to find and use across different customer types and subscription contexts.
- Mentored the Product Manager owning a third product in the domain and transitioned both of my product areas to the incoming Director ahead of departure.

Senior Product Manager, Placeit by Envato

Sep 2019 – May 2024 | Guadalajara, Mexico

Recruited by founding CEO Navid Safabakhsh as part of the leadership bench required ahead of his post-acquisition exit, reporting directly to him. Helped establish Placeit's Product organization, owning multiple product areas including retention and core editors, and leading two cross-functional teams totaling 12 across Engineering, Design, and Data, with an Engineering Manager on each squad and one Product Manager reporting in.

- Cut Time to Magic in Placeit's Mockup Templates by 40%, reducing friction and drop-off on initial template opens by replacing static upload copy with a pulsating tap-indicator animation in the mobile Mockups editor.
- Owned Placeit's retention product strategy, reducing churn by 7% by evolving Placeit from a single-download library into a persistent workspace, introducing features to increase Stored Value, like debounced autosave for templates, dashboards, folders, favorites, and brand kits.
- Overhauled Placeit's information architecture across 194 categories using card sorting and tree testing, significantly improving discoverability across a massive content catalog.
- Redesigned the mobile experience for Placeit's editor end-to-end with touch-first interaction models, larger touch targets, adaptive handles, and snapping guide lines.

Product Manager | YouNoodle

Aug 2018 – Sep 2019 | San Francisco, California (Remote)

Led product for enterprise and government innovation competition platforms, partnering with engineering, design, and sales to optimize evaluation workflows and judge-matching algorithms.

Product Manager, Candidates Stream | OCC Mundial

Jun 2015 – Jul 2018 | Querétaro, Mexico

Owned the Candidate product portfolio for a leading employment marketplace, leading a cross-functional product team across Product, Engineering, and Design and partnering closely with the employer-side Product team.

- Lifted core marketplace metrics (+70% account creation, +40% completed resumes, +20% applications per vacancy) and raised NPS to 31 by replacing a monolithic 30-minute form with a Progressive Profiling onboarding wizard.
- Revamped the mobile app to achieve a 4.5/5 rating across 796 reviews, ranking #8 in the App Store Business category.
- Launched the Career Control Center, converting a static dashboard into an engaging surface connecting CV visibility analytics with proactive job recommendations.
- Developed the Candidate's Pyramid, a 14-profile behavioral segmentation tool, to guide the personalization and structural UX redesign of candidate workflows.

Industrial Design Lead | Imbera Cooling / FEMSA Refrigeración

Jul 2012 – Jun 2015 | Querétaro, Mexico

Owned strategic design and user research for self-contained point-of-sale cooler platforms sold globally, leading cross-functional teams across design, engineering, and market research for major brands including Coca-Cola, Heineken, Hershey's, Sigma Alimentos, Schweppes, Babaria, and Oxxo.

- Flagship project: the Facelift, a full platform redesign grounded in user research that redefined the visual and functional language of the entire Imbera cooler line, establishing the brand's aesthetic identity and driving a 25% increase in sales of contained products across all regional deployments, including clients in Brazil, South America, and Europe.
- Redesigned the Pentagon cooler, a stagnant SKU with no commercial traction, into a product that became commercially viable and was eventually deployed across every Oxxo location in Mexico.

Product Designer (Freelance) | MADE Innovation

Jan 2010 – Jun 2012 | Monterrey, Mexico

- Applied Design for Value methodologies to balance manufacturing cost, assembly, and usability in product development projects.

EDUCATION

Master in Product Innovation | Tecnológico de Monterrey

Aug 2010 – Dec 2011 | Monterrey, Mexico

BS in Industrial Design | Tecnológico de Monterrey

Aug 2004 – Dec 2009 | Monterrey, Mexico

High Performance Program. INNOVATEC / Esfera de Innovación

TEACHING

Adjunct Professor of Product Design | Tecnológico de Monterrey

Mar 2026 – Present | Monterrey, Mexico

Teach Product Design in the Design School, integrating user-centered design, technology, product strategy, and agile methodologies across digital and hybrid product development.

Adjunct Professor of Product Design | CEDIM

Jan 2010 – Jun 2012 | Monterrey, Mexico

Taught Design Futures and Food Design to Industrial Design Students

PROFESSIONAL TRAINING

Mastering AI Productivity | Reforge | Sachin Rekhi

Spring 2025 | Remote

Behavioral Design & Product Engagement | The Hooked Workshop | Nir Eyal

Spring 2015 | San Francisco, California

LANGUAGES

Spanish (Native)

English (Full Professional Proficiency)