

PABLO GOMEZ MARTIN

Strategic Product Thinker |
Digital Innovation Consultant

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Innovative and results-driven professional with a strong background in business & service design, digital strategy, and human-centric design. Proven track record in digital products and services in various industries including rail, automotive, healthcare, and financial services.

WORK EXPERIENCE

May 2021 – Present | Munich
Accenture Song (formerly FJORD)
**Business Design Associated
Manager**

Current tasks have increased in degree of responsibility and width since May 2018.

Project-related

- Led user and market research to uncover unmet needs and pain points. (user interviews, user shadowing, surveys).
- Formulated and communicated research insights, translating them into customer journeys, personas, and opportunity areas.
- Perform market and competitive assessments to assess market maturity and landscape
- Facilitate agile and innovation workshops for new concept ideation, stakeholder alignment, and business model innovation
- Define product vision, align strategy with main business goals, prioritize concepts, define product roadmaps, and define success metrics.

Studio-related

- Design, create and present POVs (points of views) on several industries from a User-Centric perspective for business development engagements (incl. RFPs)
- Collaborate and align with other disciplines i.e. UX/Visual designers, developers, data scientists • Design craft rituals and events for Business designers in Germany & Austria

May 2018 – Nov 2021 | Berlin
FJORD Berlin
**Business Designer
(Analyst – Midlevel – Specialist)**

Mar 2016 – Aug 2016 | Berlin
FJORD Berlin
**Service & Business Design
internship**

Sep 2015 – Feb 2016
Accenture Strategy & Consultancy
Strategy Consultancy internship

Program on a large-scale HR transformation project for a leading automotive OEM affecting over 500k employees in 24 markets.

- Creation and adaption of reports, support in the proposal writing's process, communication with the client, organization of events and workshops, support during the onboarding process of international colleagues.

Apr 2015 – Nov 2018 | Regensburg
Co-founder of Vintagefahren

- Co-design and co-create the value proposition & business model of [vintagefahren](#) and its launch (a company dedicated to the restoration and online sale of original French and Italian road bikes from the '60s and 70's - +14K followers on Instagram.

EDUCATION

Apr 2014 – Aug 2017
M.Sc. Business Administration at Universität Regensburg (Ger/Eng)

Master's Thesis on Design Thinking (1,3)

Sep 2007 – Feb 2012
Double Degree - Economics and Business Administration at Universidad Carlos III, Madrid (Spa/Eng)

Focus on finances, statistics, and consumer behaviour

Sep 2011 – Feb 2012
Università della Svizzera Italiana, Lugano (Eng)

Exchange Program

Jun 2010 – Dec 2010
University New South Wales, Sydney
Exchange Program

PERSONAL DRIVERS

Sep 2018 – Present
Master Thesis supervisor

Apr 2018 – Aug 2019
Co-creator & visiting Lecturer of the Design Thinking Seminar for Master students at Universität Regensburg

Sep 2014 – Jun 2017
Head Coach at Damen Regensburg Basketball

Apr 2015
2nd place in the 2015 “5€-Business” at Universität Regensburg

SELF-FINANCING JOBS

Jun 2012 – Jun 2017
Tour Guide at Sandeman's Munich

Jan 2013 – May 2013
Junior Customer Care Manager at Keller-Sports

LANGUAGES

Spanish – Native

English – Proficient

German – Proficient

SKILLS & TOOLS

Miro

MURAL

Adobe XD

Microsoft 365 (Outlook, PowerPoint, Excel)

Figma

Jira

Confluence

WordPress

Webflow

Google Workspace

ChatGPT

Otter.ai

Slack AI