

PABLO GOMEZ

Strategic Product Thinker |
Digital Innovation Consultant

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🌐 <https://gomezmartinportfolio.com>

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.

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

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)**

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

Sep 2011 – Feb 2012
Università della Svizzera Italiana, Lugano

Jun 2010 – Dec 2010
University New South Wales, Sydney

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