Daniel Sanchez Oyarce

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ABOUT

Passionate about building mission-driven products, strong blend of analytical, strategic, and technical skills. Experienced in leading cross-functional teams and driving SaaS product growth. Eager to apply my expertise in innovative and dynamic environments, aiming for impactful market transformation.

EXPERIENCE

Code & Theory

Product Manager Nov. 2024 – Present

Digital-first creative agency and part of Stagwell (NASDAQ: STGW)

Directed development and design teams to build innovative products for Fortune 500 companies, ensuring high-impact solutions and seamless user experiences.

- Drove the growth roadmap for an enterprise-scale digital transformation, aligning product, design, and engineering under a single strategy.
- Increased e-commerce conversions and repeat purchases by simplifying acquisition flows and refining the checkout experience.
- Improved retention through targeted lifecycle initiatives and continuous funnel analysis.

Crehana

Product Manager Feb. 2023 – Oct. 2024

B2B SaaS-based global learning and development platform, with over $90 million raised in Series B funding.

Directed Crehana's pivot from EdTech to HRTech by integrating Wormhole and Acsendo, overseeing UX and technical harmonization (backend). Directed three cross-functional teams (13 Software Developers and 2 Product Designers).

- Created a unified user experience across all platforms in our portfolio, finding synergies and introducing new features.
- Generated **US$ 1M in annual revenue** by attracting new B2B clients looking for a comprehensive, integrated platform solution.

Associate Product Manager Dec. 2021 – Jan. 2023

Spearheaded Crehana's expansion and API strategy, development, and roadmap, leading two cross-functional teams (8 Software Developers and 2 Product Designers). My leadership fostered a Partner Ecosystem, unlocking new revenue streams and driving significant growth.

- Generated 25% of the year's revenue, amounting to **$2.5 million**, via integrations that also significantly reduced implementation timelines.

FREENOW

Product Data Analyst May. 2021 – Nov. 2021

Leading European mobility provider, offers a multi-service mobile platform integrating taxis, car sharing, and micro-mobility options through a joint venture between BMW and Daimler Mobility.

- Led data analytics projects that refined product capabilities, enhancing the user experience for over **+1 million users across LATAM**.
- Collaborated with cross-functional teams to develop a mobile app customer support center.

Banco de Credito BCP

Product Operations Specialist Mar. 2020 – Apr. 2021

Largest Commercial Bank in Peru, part of Credicorp Ltd. (NYSE: BAP) holding.

Orchestrated cross-functional teams to streamline payment processes, elevating operational efficiency and client satisfaction in the financial services sector.

- Led B2B projects, enhancing payment infrastructure for efficient **US$ 2B** disbursement and optimized financial operations.
- Implemented web strategic enhancements that processed over **US$ 120M** in transactions, **28% increase** in year-over-year transactional growth.

Business Operations & Strategy Aug. 2019 – Feb. 2020

Drove digital transformation initiatives and optimized data-driven strategies to streamline financial operations and enhance customer experience.

Developed a new digital service model across the bank's branches, optimizing operations and achieving over.

Belcorp

Digital Business Strategy Aug. 2018 – Jul. 2019

Global beauty company focused on developing and selling cosmetics and personal care products across LATAM.

Supported cross-functional teams in executing digital cross-selling campaigns across LATAM markets using agile frameworks and personalization strategies to drive customer engagement and revenue growth.

EDUCATION

Reforge Jan. 2025 – Dec. 2025

Growth Strategy

- **Coursework:** Micro Growth Loops, Qualitative Growth Model, Quantitative Growth Model, Growth Strategy

UTEC – Universidad de Ingenieria y Tecnologia Apr. 2021 – Jul. 2021

Micro Degree on Product Management

- **Coursework:** Product Management Foundations, Product Design, Growth Management, Team Management, Release Strategy

Universidad de Lima Jan. 2015 – Jul. 2020

Bachelor of Industrial Engineering

- **Coursework**: Data Algorithms, Databases, Computer Systems, Project Management, Business Administration

LICENSES & CERTIFICATIONS

- ***Certified Scrum Product Owner® (CSPO®)**, Scrum Alliance, Dec. 2023*

- ***Code your Future: Frontend Web Development****, Acamica, Oct. 2021*

SKILLS

Languages: JavaScript (React.js), HTML/CSS, SQL (PostgreSQL, MySQL)
Tools: Microsoft Office, G Suite, Webflow, WordPress, WooCommerce, Dokan, Tableau Explorer, Qlik Sense, Power BI, Figma, Trello, Monday, Jira