



Jesús Lara

Gmail jesuslaratorrillas@gmail.com
 LinkedIn [pulsa aquí para ver](#)

Product • Technology • Business Transformation Executive
Driving business growth through Product, Technology & Data.

"I believe technology is not the goal. Building organizations capable of creating better products, making better decisions and delivering sustainable business growth is."

Executive Summary

Head of Product with over 12 years of experience leading business transformation across Product, Technology, and Data. Proven track record driving sustainable business growth, building scalable digital platforms, and implementing North Star Metric operating models at organizations like Accenture, NTT Data, Cabify, and Alain Afflelou. Combines strategic vision with hands-on leadership to align technology initiatives with core business goals.

Career Journey

ALAIN AFFLELOU

Head of Product | mar 25 - present

Let Responsible for leading the company's Product, Technology and Digital Transformation, aligning business strategy, product vision and technology through a North Star Metric operating model. Established a high-performing Product organization by bringing together Business, Product, Engineering and Data teams around a shared roadmap and measurable business outcomes. Designed and implemented scalable operating models, simplifying complex business processes, improving cross-functional collaboration and enabling sustainable company growth. Defined the strategic roadmap for enterprise systems modernization, laying the foundations for a future-proof digital architecture. Led the transformation of the logistics operating model, driving process redesign, automation and governance to improve operational efficiency and business performance.

cabify

Sr Product Manager | mar 24 - mar 25

Led the evolution of the Own Fleet product, defining the product strategy and roadmap for a platform supporting over 3,000 professional drivers across Spain. Delivered a digital fleet management ecosystem that transformed day-to-day operations by eliminating manual workflows, improving asset traceability and enabling end-to-end vehicle management directly from the Driver App. The initiative reduced operational costs, strengthened fleet security and significantly improved operational efficiency. Partnered with cross-functional teams across Product, Engineering, Data and Operations to deliver scalable digital capabilities aligned with business objectives and operational excellence.

vector

Head of Product | feb 23 - mar 24

Led the Own Fleet product strategy and roadmap, delivering digital solutions that supported more than 3,000 active drivers across Spain while improving operational performance and business scalability. Owned the €2.5M product budget and forecasting process, optimizing resource allocation and reducing forecast variance by 20%, enabling more effective investment decisions and execution. Designed and launched an AI-powered Driver Acquisition Chatbot, increasing driver conversion rates by 18% through automation and an enhanced digital onboarding experience. Led the integration of digital payment systems across the owned fleet, simplifying payment operations and delivering a 10% reduction in annual operational costs. Partnered with Product, Engineering, Data and Operations teams to deliver scalable digital products using Agile (Scrum), aligning product execution with business priorities and measurable outcomes.

Partnered with executive stakeholders to lead business transformation programmes across Retail and Financial Services, driving operational excellence through process redesign, automation and data-driven decision making.

Modernized financial reporting capabilities by redesigning end-to-end information flows, improving reporting reliability, reducing operational effort and increasing business confidence in decision-making. Defined scalable operating models, business processes and functional architectures for enterprise digital transformation initiatives supporting complex multinational organizations. Led Data Governance initiatives to strengthen information quality, regulatory compliance and enterprise-wide consistency across critical business processes.

Facilitated strategic workshops with business and technology leaders, aligning corporate objectives, operational priorities and digital transformation roadmaps.

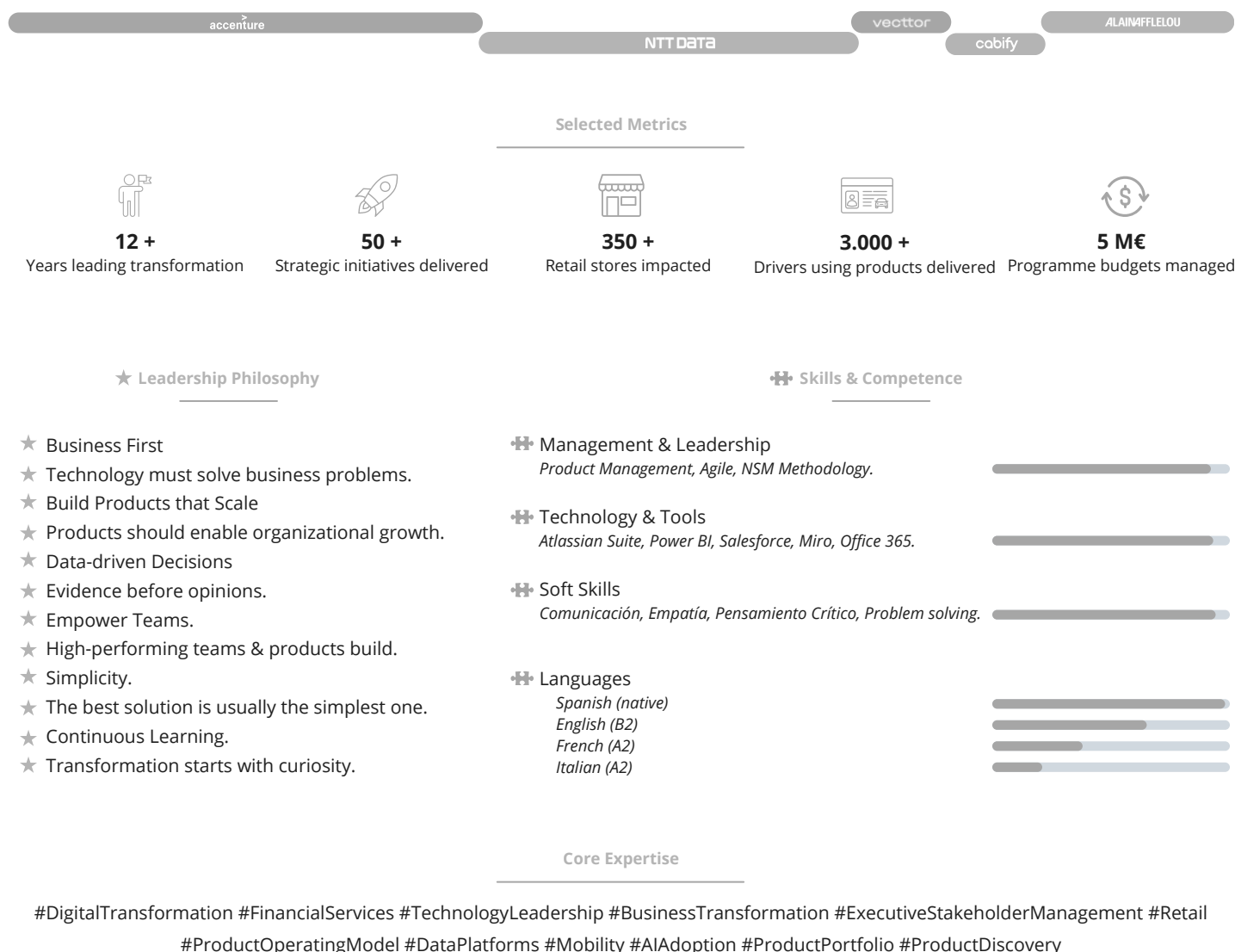
accenture

Consultant | mar 13 - jan 19

Supported enterprise transformation initiatives for leading Retail organizations, helping redesign business processes to improve customer experience and operational performance.

Contributed to the design of Target Operating Models and business architectures that enabled the digital transformation of commercial and customer service operations.

Worked closely with business and technology teams to drive organizational change, facilitating the adoption of new digital solutions and ensuring successful transition across critical business processes.



Education and Training



MBA | Master of Business Administration

Graduate School of Management & Organization
Universidad Carlos III de Madrid



Bachelor's Degree in Electrical Engineering

School of Engineering
Universidad Carlos III de Madrid

Recommendations



Juan Javier Díaz · Sr Manager BBVA

Jesús is one of the brightest professionals I have had the pleasure of working with. His commitment, strategic mindset and outstanding work ethic make him someone you can always rely on. He inspires confidence, shares his knowledge generously and creates a collaborative environment where people can perform at their best."



Nuria Criado · Document Management & Supplier Department

"Thank you for your patience, your expertise and your constant commitment to delivering the best possible outcome. You always make yourself approachable, creating an environment where asking questions feels easy and natural. Your support has made my day-to-day work significantly easier."

[View more networking feedback by clicking here.](#) [Linkedin](#)