

JULIAN GENOUD

Prinzregentenstr. 110, Munich, Germany (81677) | Portfolio: juliangenoud.com
Mobile +4915776846376 | juliangenoud@gmail.com | Dual citizenship (Croatia/EU & Argentina)

RECENT WORK EXPERIENCE

- META (ex Facebook)** **Munich, Germany**
April 2022 - ongoing
Product Manager, Shops / Commerce
 - Currently managing products to support shops across the Meta family of apps (Instagram, Facebook, etc).
- VAHA** (interactive fitness mirror & mobile app, vaha.com) **Munich, Germany**
April 2021 - February 2022
VP Product, Retention & Engagement
 - Managed team of 4 Product Managers & 1 Data Analyst. Achieved ~70% of total paying subscribers actively training on a monthly basis & ~98% monthly subscription renewal rate (on par with alternatives like Peloton).
- FREELETICS** ([Android](#) | [iOS](#)) **Munich, Germany**
July 2019 - March 2021
Senior Product Manager, Training Experience
 - Expanded +2x the training offering (from 183 exercises available to 400) by leading a 50-people initiative to create [a video solution](#) with -80% reduction in cost-per-exercise while increasing UX (as measured by qualitative user testing and apps rating). First two releases of new exercises generated +19.4% in overall weekly training retention and annualized €XXXk in reactivations.
- ANIMA** **Madrid / Buenos Aires**
January 2016 – June 2019
Head of Product & Growth, Mindfulness Mobile App & Web courses
 - Managed team of 5 Engineers (3 FTE) and Customer Success team (2 FTE).
 - Increased trials/installs rate by 2x through redesign of subscription page, onboarding and user flows in Pausa, a Latin American mindfulness app (like Headspace). Link to [case study](#).
- REAL MADRID C.F.** **Madrid, Spain**
February 2016 - June 2016
Tactical/Video Analysis & Administration of Youth Academy (Intern)
 - As part of my *Ms in Talent Development in Football*, I created [AFA 360](#) (in Spanish), a 360-page football player development model for the Argentine Football Association.
- GOOGLE** **Mountain View, CA, USA**
April 2013 – June 2015
Global Product Specialist Lead, Google AdExchange & Doubleclick for Publishers
 - Led cross-functional project at global level to automate 90% of proactive activities for ~70 full-time employees in Sales teams through process, internal tools and product improvements in the AdTech space (AdSense, AdExchange, DFP), worth \$XXXM/year.
 - Global Lead for Insights Factory, an initiative in conjunction with Large Customer Sales team, gTech and Product Managers to develop automated revenue opportunities and cross-sells for publishers, worth \$XXM/year.
- GOOGLE** **Buenos Aires, Argentina**
January 2012 – March 2013
Business Development Strategist, AdTech - Online Partnership Group (OPG)
 - Responsible for the entire OPG business for Colombia/CAC and Chile/Peru, 2° largest market in Spanish speaking LATAM.
 - In the first nine months, extended the number of Colombia/CAC Tier 1 accounts working with Google AdSense & AdExchange by 2.5x (from 15 to 36), and increased YoY revenue growth by +4x (from 20% YoY to 86% YoY).
- GOOGLE** **Buenos Aires, Argentina**
March 2010 – December 2011
Associate Account Manager, AdTech - Online Partnership Group (OPG)
 - Reached average of 309% of quarterly proactive revenue targets (leading to incremental \$XM/year).
 - Grew Sumavisos.com.ar account from \$360K to \$6M/year (+1500%), becoming the 5th top OPG partner globally (out of 4,000).
 - Created 2 tools for identifying high-potential clients (Tier 1 Check) and new revenue opportunities (The Bench, +\$13M/year). These two tools were applied globally, they received Golden and Innovation Awards, and for one of them a patent was filed.

HONORS AND AWARDS @GOOGLE

- 2011 Americas Sales Achievement Award, granted to top 1% of sales force. Only member in the OPG Team in Americas (USA & Latam) to receive such Award.
- Promoted two times in first 2.5 years at Google.
- Q3 2011 LATAM Innovation Award (2nd Place) for the creation of The Bench (benchmarking tool).
- Q4 2012 Patent Filed GP-14952-00-US (include Revenue per 1,000 Users & Clicks per 1,000 Users as metrics in AdSense FE).
- Q2 2011 Global Optimization Revenue Guru Award, for achieving 270% of revenue target with just one optimization.

RECENT PERSONAL PROJECTS & INITIATIVES

ONE TWO APP. UX / UI Designer (project as part of Design apprenticeship) **October 2018 – November 2018**

- Designed OneTwo end-to-end, a football player Hudl-like app for storage, video performance and sharing. [Link to case study](#).

RONDOS FUTBOL. Founder / Tactical Analyst (website: rondos.futbol) **September 2015 – ongoing**

- Grew [Facebook page](#) organically to 56k followers and [Twitter account](#) to 18k followers (as of October 2021).

FURTHER WORK EXPERIENCE

THE WORLD BANK

Short-Term Consultant – Development Economics Research Group

Buenos Aires, Argentina

January 2010 – June 2010

INTER-AMERICAN DEVELOPMENT BANK (IADB)

Research Assistant

Buenos Aires, Argentina

May 2009 – December 2009

EDUCATION

REFORGE (reforge.com)

Retention + Engagement Deep Dive (6-week program)

Online

March 2020 – May 2020

BLOC (bloc.io)

Designer Track: User Experience / User Interface / Front-End (~1,000 hours)

Online

May 2018 – Apr 2019

REAL MADRID GRADUATE SCHOOL / UNIVERSIDAD EUROPEA DE MADRID

Ms in Talent Identification and Development in Football

Madrid, Spain

November 2015 – June 2016

UNIVERSIDAD DE SAN ANDRÉS

Ms in Economics Candidate (Full Scholarship based on academic merits. Thesis pending)

Buenos Aires, Argentina

February 2007 – August 2008

UNIVERSIDAD DE SAN ANDRÉS

Bachelor of Science in Economics (Magna Cum Laude)

Buenos Aires, Argentina

August 2003 – July 2007

SOCIAL AND COMMUNITY SERVICE

WORLD ECONOMIC FORUM

Global Shaper

Bs As./San Francisco/Madrid

March 2012 – March 2017

- Selected [Global Shaper](#) by the World Economic Forum, a community of young people who are exceptional in their potential, their achievements and their drive to make a contribution to their communities.

LANGUAGES

Spanish (native), English (bilingual), German (intermediate), Portuguese (intermediate).