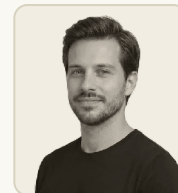


Randy Esperben Bonjour.

AI & TECHNICAL PRODUCT MANAGER · PRODUCT BUILDER

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I turn ideas into products that work: code, design, product and growth in a single person, now multiplied by AI.

PROFILE

20 years turning ideas into product: from freelance developer and designer, to technical integrations and machine-learning anti-fraud at scale at Adevinta, to performance and growth (€20M+), to co-founder, CMO and COO of an AI startup. My rarity: I've held every role on a product team (engineering, design, product, growth and leadership) at real scale and in 0→1. My value is the judgment to steer AI toward real, clean product: I know what to build, and I recognize when something is badly made.

IMPACT



WHAT I BRING

01 Building 0→1, AI-native

From idea to production, on my own. MVPs, apps and products that ship; I spot bugs and sloppy code on sight.

02 Product & strategy

Product management at scale at Adevinta, including an anti-fraud ML system. Prioritization, roadmap, trust & safety and decisions on real data.

03 Growth & performance

€20M+ managed with ROI as the focus. And I've always automated my work with code: growth engineering avant la lettre.

04 Design & brand

Branding and UI/UX in Figma with a pixel-perfect eye. Identity systems and interfaces that convert.

AI & AUTOMATION

I build complete apps and products, AI features and agents that automate tasks, all orchestrated with Claude. I've deployed real automations in marketing, for clients, and fully autonomous ones.

WHERE I FIT

My natural fit: AI / Technical Product Manager in AI products, scale-ups or 0→1 — where defining, building and measuring happen at the same table. And if the role calls for leading more than building, I bring the judgment of having played every position on the team.

2025–today	Product Builder fabrica Studio My own digital studio: client projects from scratch — product, design, code, business plan and go-to-market — with AI as the engine of the day-to-day.	fabrica
2021–2025	CMO & COO · Co-founder Nexus Clips AI video startup, accelerated at Lanzadera. I iterated MVPs in search of product-market fit and helped raise funding. I started as a dev and designer; I ended up leading marketing and operations as CMO and COO. Hands-on across tech, product and growth.	nexusclips
2019–2021	Head of Growth Agora A 360 growth role: CRM (Braze), acquisition, data analysis, retention, influencer partnerships and spotting product opportunities.	agora
2018–2019	Performance Director 21 Buttons I led 21 Buttons' acquisition team across 8+ countries: paid at scale, influencer campaigns (Instagram, TikTok, YouTube) and web SEO, with cost and retention as the compass.	21 buttons
2016–2018	Performance Marketing Manager Milanuncios (Adevinta) Performance marketing for Milanuncios: SEM, paid and app marketing (Apple Search Ads), measuring every euro by its return. I set up Braze (CRM) from scratch and laid the foundations of user communication and retention.	milanuncios
2014–2016	PM · Quality & Fraud Adevinta (Segundamano · Coches.net) As PM I led the integration of a machine learning system for early detection of fraudulent listings on Segundamano.es and Coches.net: less review time and more safety for millions of users, without slowing growth.	Adevinta
2010–2013	Platform Operations Fotocasa Platform operations at one of Spain's largest real-estate portals: integrating external portals' XML feeds into our classifieds system, testing new features, reporting bugs and internal support to sales. The technical desk everything passed through.	fotocasa
2008–2010	Manager & Designer Anuntis Management and design in classifieds: the school of detail.	

And underneath it all, the constant: from the IBM running MS-DOS I touched in 1996 to freelance web dev & design since 2006 – the school of ROI.

The career, live, with proof and links → randy.esperben.com

LockLove.app

A mobile app I built from scratch, from design to backend. Live on Google Play, with real users, paying subscribers and 87 languages. Proof that, with judgment and AI, one person can carry an entire product.

+1,000	Paid	87	Solo
DOWNLOADS	SUBSCRIPTIONS	LANGUAGES	0-PRODUCTION

SKILLS

Product Management	Growth / Performance	AI Orchestration	Automation	UI/UX · Figma	Branding	Marketplaces
Trust & Safety	SEM / Paid · ASO	SEO	Lifecycle · CRM	A/B Testing · Analytics	MVPs · 0→1	Mobile Apps
Team Leadership						

STACK

AI & build	Claude (agent orchestration) · Figma
Analytics / data	Amplitude · Mixpanel · Tableau · Datorama · Adobe Analytics · SQL
CRM / lifecycle	Braze · OneSignal
Paid / ASO	Apple Search Ads · Google Ads · Meta · TikTok · Snapchat · AppsFlyer · Adjust
Management / QA	Jira · Linear · Notion · Serenity (BDD)

New tool, productive in days: what transfers is the judgment, not the logo.

EDUCATION

ThePowerMBA · Business Expert	2017–2018
EADA Business School · Personal effectiveness and performance	2015

CERTIFICATIONS

Apple Search Ads Certification	2026
Building with the Claude API	2026
Datorama Editor · Level 1	2018

LANGUAGES

Spanish	Native
English	Professional
Catalan	High comprehension

MAKER

A tinkerer since I was 6 (I broke a radio, then fixed it). In 2012 I built and launched the Echoes Probe, a stratospheric balloon; I never got it back. A homelab at home: NAS, Home Assistant, home automation, servers and an ADS-B antenna feeding half a dozen flight-tracking networks live, FlightRadar24 among them. I learn and automate for the sheer joy of it.

If you need someone who turns ideas into *product*, let's talk.

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