



# Jesús Peñalver Aznar

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I help companies to optimize the revenue channels, identify new market segments, deploy and control strategies to approach new customers and negotiate profitable deals that ensure long-term company success. I have wide expertise in designing and managing digital products as live services, as well as designing and implementing innovative business models and creative strategies. I have hired, managed and coached teams of different sizes driving them to deliver the best possible outcomes.

I have a wide expertise in several positions in the digital arena as Game/Product Designer, Producer, Product Owner, Head of Growth or CEO. However, all of them have a common goal, creating new ways for delivering the right value proposition to the customer.

- 1 Shipped more than 30 digital products in different roles.
- 2 Defined and implemented SaaS models and frameworks in different organizations
- 3 Worked in really fast paced environments with interactions from internal/external stakeholders showing flexibility, quick learn curve and creative ways of overcoming problems.
- 4 Driven the product management of different products identifying strategic opportunities and prioritizing them to maximize the different KPI's by using several tools (A/B Tests, User segmentation, CRM...).
- 5 Analyzed sets of data of the products (Quantitative given by

## EXPERIENCE

**Akiwy Consulting, Tallinn (Estonia)** July 2019 – Present  
Consultant

Key titles: Confidential

- + Support and help companies during Change Management processes mainly focused on data and distributed environments.
- + Define market strategies and align them with the company resources.
- + Design and implement processes for effective team management and project goal alignment.
- + Mentoring and coaching on implementing data driven decision taking processes on highly creative environments.

**Abichus, Tallinn (Estonia)** March 2017 – June 2019  
Co-Founder and CEO

Key titles: Worchy Word Search Puzzles I & II, Worchy! Picture Word Search.  
More than 3M downloads worldwide.

- + Established the long-term vision and strategy of the company.
- + Traced meaningful partnerships to boost the growth.
- + Defined the product vision, strategy and roadmap.
- + Design, Implement and control the procedures and processes for the successful development of all the areas of the company.
- + Recruit a worldwide recognized team of partners, employees and mentors.

**MAG Interactive (MAGI:NDAO), Stockholm (Sweden)** March 2014 – March 2017  
Head of growth / Producer

Key titles: Ruzzle, Ruzzle Adventure WordBrain, WordBrain Themes, Potion Pop. More than 100M downloads across all the games, top 50 in overall charts.

- + Established and managed a team of more than 12 people, including Product managers, BI analysts and Marketing managers. Over \$6M/Year budgets.
- + Incremented the product revenues by 33% through the optimization and expansion of the existing/new revenue channels.

the user behavior and Qualitative coming from user tests, reviews...) taking the decisions and making the recommendations of how to adapt the product design to the customer needs / behaviors and to the vision of the company.

6

Researched and analyzed the products and the market for spotting new opportunities and trends to have a 360 view of the digital ecosystem and to do strategic recommendations.

7

Managed and driven the relationships across the different internal and external stakeholders for making sure that product requirements and deadlines are met and to gather inputs from the different sources.

8

Interacted with business, product and creative teams for driving the strategy and global vision to the different products contributing to the forecasting and planning processes.

- + Traced the vision of the different products having an impact on the core KPI's by adapting the product to the consumer needs.
- + Defined and implemented the overall grow strategy of the company, having special attention on optimizing the marketing channels, expansion to new markets and to increase the reach of our products.

#### **Superhippo Games, Dublin (Ireland)**

June 2013 – January 2014

Product Owner / Producer / Lead Game Designer

Key titles: Golden Slots, Pirate Legends TD. Millions of downloads and top 100 in overall charts. Featured by Apple and Google.

- + Boosted the product revenues by 200% through the optimization of the existing revenue channels by doing a close analysis of the behavior data.
- + Incremented the user engagement by 20% by analyzing the needs and requirements of the users and designing / implementing the chosen improvements.
- + Improved the social interaction of the products by 10% through the extensive use of multivariate testing.
- + Establishing the high-level priorities of the products and minimize the development time during the whole lifetime of each product.

#### **Digital Chocolate, Barcelona (Spain)**

October 2011 – June 2013

Game Designer

Key titles: Galaxy Life, New In Town, Slots!, Millionaire City. Millions of players across different platforms.

- + Created user experiences using creative and analytical skills
- + Boosted most of the KPI's of the products by analyzing, designing and
- + Established frameworks for knowledge sharing across the organization.

#### **South European Team, Glasgow (UK)**

September 2010 – May 2011

Game Designer / Product Owner / Producer

### **EDUCATION**

**Master in Business Administration (MBA)** from IE Business School, Madrid (2015-2016). Beta Gamma Sigma recognition.

**Computer Games Technology** from University of the West of Scotland, Glasgow (2008-2011).

**Computer Engineering** from Universidad de Murcia, Murcia (2001-2008).

### **SKILLS**

Leadership - Product management - Business development - Relationship management - Growth strategy - Business Intelligence – Marketing - Project management - Technical background - Analytical skills - Critical thinking - Creative - Hard worker - Proactive - Detail oriented - Fast learner

### **LANGUAGES**

**Spanish** - Native **English** - Excellent written and oral skills **Swedish** - Basic level