

# JAVIER INOCENTE

## Product Manager

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Product Manager with 10+ years in IT and almost 3 years driving software products from vision to market in regulated environments. Technical background as engineer enables end-to-end ownership and effective collaboration across complex stakeholder landscapes, from Engineering, AI/ML, and Legal teams to Sales, external providers, and regulatory bodies. Proven experience balancing technical feasibility, business requirements, and compliance constraints (GDPR).

### PROFESSIONAL EXPERIENCE

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**Product Manager** Berlin | January 2024 – December 2025  
**iris GmbH** | Top-3 globally in Passenger Counting and Video Analytics for Public Transport

- Launched pilot with **3 major customers**, achieving **>80% accuracy** in AI bus occupancy prediction; preparing scaled rollout.
- Identified and validated **4 AI products** with customers and Sales team; established product vision and roadmap with go-to-market strategies (pricing, positioning, channels).
- Reduced product hardware costs by **20%** through strategic component selection, improving positioning.
- Led **4-person Data/ML** team and cross-functional stakeholders to de-risk product and regulatory blockers.
- Built GDPR-compliant data framework enabling real customer data collection in regulated markets.

**Initiator & Product Lead** Remote | April 2023 – December 2023  
**Micro-Investing Startup** | Self-Funded

- Co-founded fintech startup exploring automated micro-investing for European market; led product strategy, user research, and MVP development.
- Conducted **20+ customer interviews** and tested multiple product iterations; identified market adoption barriers and regulatory complexity leading to closure.
- Built and managed cross-functional team (2 engineers, 1 analyst) delivering functional prototypes across 9-month validation cycle.

**Senior QA Engineer & Scrum Master** Berlin | February 2018 – November 2022  
**TIS (Tispayments) GmbH** | top 5 globally Cloud-Platform for Payments and Liquidity Management

- Led Quality and Agility as the Scrum Master of the development team. Acted as the interface between Product Management, Development, and Quality in a Cloud Platform.
- Introduced a new test strategy that **increased the automation level to 90%** and reduced release cycles.

**Senior QA Automation Engineer** Berlin | July 2015 – January 2018  
**Regis24 GmbH** | Provider of Credit, Identity, and Address Data

- Established the first company-wide, fully automated test strategy, which accelerated release cycles and improved delivery quality.
- Managed Quality and Release processes and successfully onboarded 5 new customers (including SLA tracking).

**Senior Software Engineer** Berlin | November 2012 – June 2015  
**Zalando**

- Co-founded the new SRE team and established an automated test foundation (Java, REST, CI/CD, Docker) to stabilize backend processes.
- Prepared the initial productive implementations in the platform architecture.

## EDUCATION

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**Master of Business Administration (MBA)**  
**Universität Leipzig, Germany**

**Engineer (Electronics)**  
**Universidad Tecnológica Nacional (UTN) – Cordoba, Argentina**  
(ANABIN A5, in Germany)

**Languages:** English: C1, German: C1, Spanish: Native Language

**Zertifikate:**

- PSPO I (Professional Scrum Product Owner I); PSM I (Professional Scrum Master I)
- ISTQB Advanced TTA; ISTQB CTFL; ITIL v3 Foundations

**Weiterbildung:**

- Technisches Produktmanagement kompakt – IT-Schulungen.com
- AI for Trading - Udacity
- AWS Fundamentals - Coursera
- Security Testing (OWASP ZAP) - Coursera
- IBM Data Science - Coursera

## SKILLS

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- Strategy & roadmap ownership
- Backlog & prioritization
- Go-to-Market & pricing
- Agile delivery (Scrum)
- AI roadmap & MVPs
- GDPR & Privacy by Design
- Data pipelines & annotation
- Edge AI (NVIDIA, Hailo)
- Java, C, C++, some Python
- REST APIs, CI/CD, Docker
- Test automation
- Cloud & API sandboxing