

Curro Casas

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EDUCATION

ESADE Business School
Sept 2015 – May 2017
FULL TIME MBA (Innovation & Entrepreneurship)

US (Universidad de Sevilla)
Sept 2006 – Feb 2012
BSc Industrial Engineering & MSc Energy Engineering

SKILLS

🎯 Strategy & Vision
Expert

📄 AI & Platform Products
Expert

🕒 Testing and Velocity
Expert

</> Developer Experience
Expert

👥 Executive Leadership
Advanced

📊 Data-Driven Growth
Advanced

PROGRAMMING

HTML, JS, CSS, APIs, Liquid
Expert

Claude Code, Python
Advance

LANGUAGES

🇪🇸 Spanish Native
🇬🇧 English Fluent
🇩🇪 German Advanced

EXECUTIVE SUMMARY

Product leader with 12+ years scaling monetization, conversion funnels, and revenue at Amazon, ADP, and as a founder. Track record driving +70% YoY developer revenue growth at Amazon and +42% YoY sales growth at ADP through pricing strategy, ecosystem quality, and retention optimization. Combines AI platform depth with hands-on growth execution across subscription based models.

PROFESSIONAL EXPERIENCE

Alexa at Amazon | New York | Dec 2021 – May 2026 (4.5 years)

SR. TECHNICAL PRODUCT LEADER, AI PLATFORM

Orchestrated the global AI platform strategy for 600M+ Alexa-enabled devices, aligning 80+ domain and 10+ platform teams on a unified technical roadmap powering billions of weekly interactions.

- **Platform Execution:** Engineered horizontal prompting and self-reflection systems used across Alexa to automate response quality and safety at scale.
- **Architectural Efficiency:** Designed AI systems that reduced compute costs by 68% and improved response accuracy to >95% while meeting strict latency requirements.
- **Developer Velocity:** Built AI developer tools and automated evaluation workflows, accelerating feature releases from 5 weeks to <1 week and reducing defects by 70%.
- **Ecosystem Growth:** Enabled +70% YoY developer revenue growth by improving quality, discovery, and retention across the Alexa skills ecosystem.

Arquia (shoparquia.com) | New York | Feb 2026 – May (0.4 years)

AI BUILDER & GROWTH LEAD

Scaling premium e-commerce infrastructure through autonomous AI agents and technical automation. Projected 4x YoY growth based on Q1 performance.

- **Top-of-Funnel Growth:** Secured strategic partnerships and scaled a micro influencer network to accelerate acquisition and lower CAC.
- **Conversion & Monetization:** Redesigned website and introduced strategic product bundles, tripling conversion rate and increasing AOV by +20%.
- **Retention & Lifecycle:** Launched email and SMS replenishment campaigns tailored to customer life stages, increasing repeat purchase rate by +25%.

DataCloud Platform at ADP | New York | Dec 2019 – Dec 2021 (2 years)

LEAD PRODUCT MANAGER, DATA & AI PLATFORM

Led global data and AI platform strategy serving 1.1M clients worldwide, including 80%+ of Fortune 500 companies, representing 1 in 6 U.S. employees.

- **Global Platform Expansion:** Deployed DataCloud across 30+ countries, integrating data pipelines and features with global systems to drive +42% YoY revenue growth.
- **Product Innovation:** Launched AI-powered analytics and benchmarking products, resulting in YoY +28% net sales growth, +10% engagement, and +200 bps retention.
- **Technical Leadership:** Managed a team of 3 PMs, setting roadmap priorities and execution standards.
- **Operational Velocity:** Streamlined release and operating cadence, achieving 3x faster time-to-value and 80% reduction in internal coordination overhead.

ITAV Trip, Travel Tech Startup | Barcelona | Jun 2017 – May 2019 (2 years)

CEO, FOUNDER & HEAD OF PRODUCT

Founded travel-tech startup and led an international engineering and design team to launch cross-platform apps with 10k+ users and a full monetization engine.

Airbus | Hamburg | Mar 2012 – Jul 2015 (3.5 years)

PRODUCT MANAGER

Headed technical product for critical aircraft systems within the €15B A350 program, coordinating 5+ international OEMs and developing Python simulations to optimize performance and operations.