

FABRIZIO GUTIÉRREZ

Growth | Product |Marketing - B2B | B2C | B2P

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EXPERIENCE

Head of Growth & Marketing | GTM Strategy | Growth |Brand & Acquisition Engine - (INTERIM)

Orbidi | Plinng

2025 - 2025 Spain

- Designed and launched Plinng's end-to-end Growth Engine, integrating Product-Led Growth, Community-Led Growth, and paid acquisition to position the company as the digital operating system for SMBs in Spain and the US.
- Led Plinng's full go-to-market strategy as an interim mandate, shaping brand narrative, positioning, and purpose, and translating founders' vision into a coherent strategy across product, go-to-market, brand, and internal culture.
- Built a trust-led, human-centered funnel, unifying website, content, community, social presence, Google visibility, and lifecycle journeys into a single growth system.
- Drove real market discovery with SMBs, grounding product and roadmap decisions in behavioral insights and aligning acquisition, activation, and retention from day one.
- Established the growth measurement architecture, covering attribution, funnel analytics, and experimentation, and delivered a unified dashboard for product, marketing, and operations.
- Directed go-to-market for new product verticals, aligning brand, sales, and product squads around shared goals and execution.

Head of Product Marketing & Customer Growth | GTM Strategy| PLG, Lifecycle Campaigns, AI Tools

Upik - Arquiteto de Bolso

12/2025 - 08/2025

- Designed and implemented ICP segmentation and demand gen strategies that scaled revenue by 3x.
- Increased LTV by optimizing CRM flows and introducing a PQL model.
- Increased qualified leads by 60% in 3 months and improved retention by 30%.
- Launched a PLG engine that drove cut CAC by 42%.
- Directed GTM of new product verticals, aligning Brand, Sales, and Product squads.
- Operations in 12 countries around the world.

Head of Growth & Marketing | Growth Frameworks,Revenue & Brand Strategy, Scalable Campaigns

Upik - Arquiteto de Bolso

10/2023 - 12/2024

- Built a high-performance marketing department from scratch, defining structure, KPIs, and team roles, and engineered the entire growth and marketing function, including strategy and automation.
- Led the development and execution of a go-to-market strategy, resulting in a 40% increase in engagement, a 25% boost in retention, and a 60% rise in qualified leads within 3 months.
- Aligned product, sales, and customer success teams around a roadmap projecting 40% revenue growth.
- Recognized with two major awards, one for excellence in growth thinking and another as a top 4 LATAM scale-up.
- Advised on a digital strategy that boosted organic traffic by 80% and reduced CAC by 25%.
- Led brand repositioning efforts that drove a 40% lift in recognition across key segments.
- Established the company's core growth engine from the ground up through strategic initiatives and cross-functional collaboration.

SUMMARY

Growth & Product leader with 15+ years of international experience scaling companies across Latin America and Europe. I specialize in Product-Led Growth (PLG), Go-to-Market (GTM), Lifecycle, Community-Led Growth (CLG) and Customer-Led Growth (CLG²), designing demand generation strategies and transforming complex challenges into scalable systems that drive sustainable growth.

Across my career, I've intentionally worked through **defined growth phases and strategic mandates**, from market discovery and GTM design to scale and optimization. Some of my transitions reflect **mission-based roles**, where the objective was to build, unlock, or reposition a growth system, deliver impact, and then move on once the challenge was completed.

KEY ACHIEVEMENTS



Increased LTV Efficiency

Implemented PQL model increasing LTV by 20%.



Boosted Lead Generation

Led campaigns, grew qualified leads 60% in 3 months.



Drove a 200% revenue increase

Redefining the go-to-market strategy and optimizing acquisition and retention channels.



Reduced Acquisition Costs

Cut CAC by 25%, increased organic traffic 80%.



Drove User Growth

Aligned squads, achieved 45% YoY user growth.

CERTIFICATIONS

Project Management Professional (PMP)

Product-Led Growth

Lean Six Sigma (Green Belt)

Data Protection Officer

Growth Hacking Engineer

Product Marketing Management

LANGUAGES

Spanish

Native



Portuguese

Native



EXPERIENCE

Product & Growth Executive | GTM Strategy, SaaS & B2B/B2C, PLG, Partner, AI

Cober

-  2023  Spain
- Led GTM strategy from zero to MVP validation in under four months.
 - Attracted three pilot clients and reduced CAC by 35% with targeted B2B campaigns.
 - Developed a product aligned with market demand and regulatory compliance.
 - Deployed multichannel growth initiatives, increasing lead generation by 120% month over month.
 - Directed delivery of a scalable digital platform, cutting onboarding time by 40%.
 - Crafted and led a cross-functional team focused on data, innovation, and sustainable growth.

Growth Product Marketing Executive | Super App, CRM, Data-driven Strategy, TechFin B2B | B2C

Dotz Inc.

-  01/2021 - 12/2023  Brazil
- Led Growth & Marketing Office post-IPO, launching 10+ product initiatives across mobile banking, credit, loyalty, and Super App
 - Refined GTM strategy, scaled acquisition & retention, and aligned cross-functional teams to drive sustainable growth
 - Implemented CRM Oracle and lifecycle strategies that improved retention by 30% and increased CLTV by 20%
 - Aligned CX, marketing, and engineering squads across 5 regional markets
 - Led a data-driven product strategy that closed UX gaps and boosted task completion by 25%
 - Fueled a 45% YoY increase in active users through cross-functional growth campaigns

Product & Ops Advisor| Regulatory Strategy, DPO, PMO, LGPD/GDPR, BaaS, Product Ops

LiftBank

-  2023  Brazil
- Regulatory compliance and strategic initiatives during rapid growth and M&A activity. Directed DPO programs ensuring 100% compliance with LGPD/GDPR and Central Bank regulations, avoiding €1M+ in potential fines.
 - Spearheaded 8+ strategic projects via PMO, reducing time-to-launch by 30%.
 - Co-created a 12-month roadmap with the C-suite to align innovation with compliance and market needs.

Head of Product Operations | BaaS, Growth Strategy, Mobile Banking, B2B

LiftBank

-  2019 - 2021  Location
- Owned early-stage GTM planning and experimentation, validating PMF through iterative testing while designing scalable growth frameworks and performance loops
 - Accelerated revenue by 35% via POS strategies, becoming the top-performing TPV partner during the pandemic
 - Directed end-to-end delivery of mobile banking, cards, and payments, cutting time-to-market by 25%

Sr Business Operations Manager | Partner | Strategy Execution, Change Management

Apex Partners

-  2016 - 2019  Location
- Note: Company acquired through a joint venture by Will Bank
 - Change Management & Leadership Development: Designed and implemented organizational change initiatives, including the launch of the first corporate university focused on developing financial leaders
 - Strategic Vision & Execution: Partnered with the CEO to define and drive company-wide strategy, ensuring alignment with long-term growth objectives
 - Operational Excellence & Scalability: Translated strategy into actionable execution plans, driving growth, goal setting, performance management, and annual operations planning

LANGUAGES

- English

Proficient
- Italian

Intermediate

STRENGTHS

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Strategic Builder (0→1 & Scale)

I'm strong at turning ambiguity into clear strategies. I connect product, growth, marketing and operations to build scalable systems that move from zero to traction — and from traction to repeatability.
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Global & Cross-functional Mindset

Having worked across multiple countries and cultures, I navigate complexity with empathy and clarity. This helps me align teams, adapt strategies fast and execute globally without losing local relevance.
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Cross-functional Strategic Connector

I can speak the language of Product, Data, Marketing, Sales, and Operations, acting as a strategic bridge between teams. This allows me to align execution with vision, translate strategy into action, and ensure decisions are both data-informed and commercially grounded.

SKILLS

- Product-Led Growth
- Community-Led Growth
- Go-to-Market Strategy
- Growth & Acquisition

CRM
- RevOps & Lifecycle Automation
- User Research & Data-Driven Decision Making
- Leadership & Cross-team Alignment

INTERESTS

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Building meaningful products with global impact
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Learning, cultures & building from scratch

EDUCATION

MBA, Big Data & Analytics - AI

OBS School Spain

2025 - 2026 Spain

Nanodegree Blockchain and Crypto Applications

Massachusetts Institute of Technology

2023 UK

CRM

British School of Creative Arts

2022 Location

Product Growth & Product Marketing

PM3

2022 Location

Marketing Digital

Udacity

2017 Location

International Executive MBA, Project Management

Irvine

2013 - 2014 California, United States