

José Antonio Ces Franjo

Product Management

Skills

Skill #1 Storytelling

Great digital storytelling and user experience conscientiousness which are the underpinnings for nearly every digital transformation

Skill #2 Innovation

Marketing and technical/digital backgrounds that put me in an ideal position to drive technological innovation

Skill #3 Understand new trends and products in technology

Strong knowledge of what's out there, what's on the way, and the market trends governing both. Always remaining up-to-date on new digital trends and products

Skill #4 Execution

Project management & ability to navigate executive politics and cut through resistance to change understanding the management layers and using resistance busting methods like Agile

Skill #5 Be influential

Able to navigate a revolutionary change in how the world works and how business is conducted positively influence other executives, the board, staff, vendors and more

Experience

2017 - Now Senior Partner | Krashlando, Madrid

- Product management consultancy
- Business & digital transformation
- Strategic planning
- UX&UI design projects
- Talent recruitment

Key achievements

- ♥ Projects with Ingenico, GMV, GTI, Panda, Teldat, Kabel, Zelenza, Sercide, Cobas Asset Management, Cybertrap, LaLiga and others
- ♥ Total sales 200K€ per year

2017 - Now Chief Operation Officer & Founder | The Wise Seeker, Madrid

- A software startup
- Product management & Operation

Key achievements

- ♥ > 600K€ in seed capital
- ♥ Onboarded two IBEX companies during our first commercial year

2016 - 2017 Chief Executive Officer & Founder | Room 714, Madrid

- A systems integrator startup
- Public cloud & software design

Key achievements

- ♥ SMB strategy definition & successful execution (Fusion)
- ♥ Cloud business development introducing Office 365

2006 - 2016 Director, B2B Marketing | Telefónica, Madrid

- Head full strategic planning
- €4,1 billion Spanish B2B P&L management responsibility
- Product management & business development

2000 - 2006 Manager, Product Marketing | Telefónica Móviles, Madrid

- Product management
- Marketing & communication

1995 - 2000 Software Developer | Ericsson, Madrid

- Software design & integration testing

Education

Bachelor of Science in Telecommunication Engineering

Universidad Politécnica, Madrid

Graduation: 1995

Bachelor of Economics

UNED, Madrid

Graduation: 2005

...and during 2017 I wrote a non-fiction book



I like...

- Reading
- Music · guitar
- Programming
- Design
- Sports
- Family

Contact

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Languages

Spanish Native

English C1

French B1

German A2

Personality

by The Wise Seeker

OPENESS

70

CAUTIOUS

CURIOUS

CONSCIENTIOUSNESS

95

CARELESS

ORGANIZED

EXTRAVERSION

35

RESERVED

OUTGOING

AGREABLENESS

15

RATIONAL

FRIENDLY

NEUROTICISM

10

RESILIENT

NERVOUS