

William Davis

Senior Product Manager

My personal mission is to help teams work more efficiently in order to build excellent products that improve people's lives. Having worked in the food, beer, travel and cloud computing industries in three different countries, I have grown into a driven and thoughtful pragmatist who strives under pressure and enjoys solving complex problems. I'm passionate about and an expert in Product Management and Agile Methodologies, and always developing new skills and experiences to improve each day.



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WORK EXPERIENCE

Senior Product Manager

RStor Inc. + Atrio Inc. [↗](#)

06/2018 – 08/2019

Cáceres (Spain)

Atrio Inc., a spin-off from RStor Inc., provides the Atrio Composable Cloud, which unifying disaggregated computing systems and cloud services into one.

- **Product Management:** Feature prioritisation. Competitor research. Functionality testing. Product Backlog and team management.
- **Project Management:** Defining, scoping and documenting projects. Task breakdown and estimation. Goal and deadline setting and roadmap creation. Task supervision and management.
- **Process Management:** Aligning with development leads to improve the development process in order to make it more efficient.
- **Key Stakeholder Management:** collecting requests and feedback from external customers and internal C-level stakeholders to improve the product.
- **Atlassian Tools Administrator:** managing and configuring projects, boards, workflows in Jira, and enabling the best team experience for creating and managing content on Confluence.

Lead Product Owner

trivago [↗](#)

10/2016 – 05/2018

Düsseldorf (Germany)

trivago is a German technology company specialising in internet-related services and products in the hotel, lodging and meta search fields.

- Defining and maintaining the Global Product Vision of trivago's landing pages to provide the best User Experience and highest Conversion Rate possible.
- Inspiring and leading teams to work on key projects that deliver value to our users.
- Constantly diving into data to figure out the next big thing and aligning all testing within our Landing Pages.
- Aligning with leads and stakeholders of other departments to define high level projects, as well as consulting other Lead Product Owners on their respective domains and projects.
- Mentoring and guiding Product Owners to improve their skills and empowering them to grow.

Product Owner

trivago [↗](#)

01/2015 – 09/2016

Düsseldorf (Germany)

- Driving the ideation, technical development, and launch of new features on trivago's hotel search website to increase its value.
- Agile product management with scrum: writing user stories and feature specification, backlog maintenance and sprint planning.
- Definition and analysis of metrics in AB tests to measure the outcome of new features on the website.
- Cross-group collaboration in an international environment, engaging with Engineering, QA, Business Intelligence and Sales to ensure the right quality and high business value of new features.
- Definition and management of product roadmaps to deliver projects, as well as stakeholder management, competitor research and user testing to improve the user experience.



WORK EXPERIENCE

Physical and Chemical Analyst

BrewDog [↗](#)

10/2013 – 06/2014

Ellon (Scotland, UK)

BrewDog is a highly distinguished craft brewery and pub chain whose mission is to make others as passionate about craft beer as they are.

- Physical/chemical analysis of beers and worts. Water and waste water analysis. Analysis of volatile chemicals using gas chromatography.
- Data recording, analysis and interpretation. Preparation of reagents and stock solutions.
- Laboratory inventory and maintenance.

Quality Control Chief Assistant

Nestlé S.A. [↗](#)

03/2013 – 06/2013

Miajadas (Spain)

Nestlé is a Swiss multinational food and drink processing conglomerate corporation and the largest food company in the world.

- Implementation of Nestlé Continuous Excellence standards and implementation of foreign body prevention programmes.
- Goal alignment and legal compliance. Supplier and customer complaints management. Product and raw materials release.

CERTIFICATES

Artificial Intelligence Product Manager Nanodegree by Udacity (07/2019) [↗](#)

Scoping and building a data set, training a model, and evaluating its business impact.

Certified Scrum Product Owner by Scrum Alliance (05/2015) [↗](#)

In-person, two-day, 16-hour course taught by a Certified Scrum Trainer about the foundation of Scrum and the scope of the Product Owner role.

SKILLS

Product Development

Agile Product Management

Scrum

Project Management

User Experience (UX)

Kanban

Analytics

JIRA

Confluence

Google Analytics

Interpersonal Skills

Teamwork

Sketch

OKRs

Conversion Rate Optimisation

Adobe Photoshop

EDUCATION

Master of Science + Bachelor of Science in Chemical Engineering

Universidad de Salamanca

09/2006 – 10/2013

Salamanca (Spain)

PUBLICATIONS

Optimal integration of the year-round operation for methane production from CO₂ and water using wind, solar and biomass (01/2016) [↗](#)

Optimal year-round operation for methane production from CO₂ and water using wind and/or solar energy (06/2014) [↗](#)

Optimal year-round operation for methane production from CO₂ and water using wind energy (04/2014) [↗](#)

LANGUAGES

English
Native or Bilingual Proficiency

Spanish
Native or Bilingual Proficiency

German
Limited Working Proficiency

INTERESTS

Leadership

Fitness

History

Music

Travelling

Running

Phylosophy

Psychology

Finance