

ALEJANDRO BERDONCES CORROTO

Product Manager | AI Strategist | Digital Transformation in Tourism

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PROFESSIONAL SUMMARY

Product Manager with 15 years at Estiber — Spain's leading tour operator in ski and adventure travel — driving digital product transformation and B2B process innovation. Executed a **200+ landing page redesign** and full product copy rewrite that contributed to an approximate **30–40% growth in online sales**; implemented **Zoho CRM from scratch** — fully reconfigured when the delivered system was non-functional; and co-founded an iOS/Android startup with an end-to-end automated order management system built from zero. Currently completing a **Master's in AI (Learning Heroes, 2026–27)** and applying generative AI daily to automate processes and optimise workflows. Seeking a Product Manager or digital transformation role in Travel Tech or AI-driven companies where product is a strategic lever for growth.

CORE COMPETENCIES

Travel Tech & Digital	Product Management	Tourism Operations
Generative AI (daily use)	Product Management	Group coordination (up to 2,500 pax)
Master's in AI (in progress, 2026–27)	Business Development B2B/B2C	Tour operations & product dev.
SEO & Organic growth	CRM – Zoho	MICE management
UX/UI & Landing Pages (200+ pages)	Email Marketing – Mailchimp	School & corporate groups
HTML / CSS & Web design	KPI definition & dashboards	Supplier coordination
QA Testing & Automation	Lead generation strategy	End-to-end ops supervision
Google Workspace / MS Office	Conversion optimisation	International tour guiding

PROFESSIONAL EXPERIENCE

Estiber S.A. | Group Travel Specialist

Barcelona | November 2010 – Present

Spain's leading tour operator specialising in ski and adventure travel. Cross-functional role across digital product, B2B and B2C sales over 15 years.

2017 – 2026 • B2B Groups & Corporate

- Implemented Zoho CRM from scratch: after receiving a non-functional system, I fully reconfigured and adapted it to the department's operational needs, turning it into the central tool for commercial tracking.
- Managed the full B2B email marketing cycle — design, segmentation, copy, product selection, and results analysis — including migration from Mailchimp to Zoho Campaigns.
- Automated manual supplier confirmation processes, significantly reducing the team's operational workload.
- Drove the implementation of new product lines that generated additional revenue for the department.
- Optimised the margin calculation model per group, improving average profitability of operations.
- Managed B2B commercial relationships across accounts of varying size, from small schools to clients with six-figure annual billing, ensuring retention and growth of each account.

2015 – 2016 • Digital Product & IT

- Executed the complete redesign of 200+ landing pages and rewrote all product copy on Estiber.com, contributing to an approximate 30–40% growth in online sales in the following period.
- Improved website UX/UI and acted as principal QA tester for internal systems, coordinating with the IT team throughout the full development and launch cycle.

2010 – 2014 • B2C Sales & Tourism Operations

- Tour guide and coordinator for 100+ ski and adventure groups.
- Responsible for groups of up to 2,500 people.
- Managed a team of 20+ guides focused on client experience.

My Family Digital Album | Co-founder & Managing Partner

Barcelona | Sep. 2013 – Sep. 2016

- Co-founded the startup from scratch: defined the product concept, designed the iOS and Android app alongside the technical team, and handled all legal aspects, the website, and ASO positioning.

- Designed and implemented an automated order management system that processed each purchase from receipt through to label generation and dispatch, with no manual intervention.

Julia Travel | Transfers Account Manager

Barcelona | May 2011 – Jul. 2012

- Management and quality control of the transfers account in Barcelona.
- Implemented an operational workflow and process improvements.

European Destinations | Senior Incoming Tour Executive

London | Jan. 2009 – Aug. 2009

- Created European itineraries for groups and individuals from Southeast Asia (India, Malaysia, Singapore).
- Designed coach and rail routes; prepared cost breakdowns; negotiated with clients and suppliers.
- Managed a team of 4 people.

EDUCATION

Master's Degree in Artificial Intelligence – Learning Heroes	May 2026 – Feb. 2027
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Web Design & Programming – Cepi-Base	2016 – 2019
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Executive Master in Digital Business – ESADE Business School	2013
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Higher National Diploma in Tourism – CETT – Universitat de Barcelona	2004 – 2008
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LANGUAGES

Spanish: Native • **Catalan:** Native • **English:** Professional • **French:** Intermediate • **Italian:** Basic • **Portuguese:** Basic