

MARTÍN GABISSON

Product Manager | Product Engineer

(+34) 677558705

Barcelona, Spain

mgabisson@gmail.com

linkedin.com/in/martin-gabisson

Product Manager with 10+ years in ecommerce, fintech and SaaS. Scaled Gelt from **0 to 4M users** across **4 LATAM markets** and led squads of 10 to 12 on payments, KYC and marketplaces. Since 2025 I design and build my own products: two live.

PRODUCTS I HAVE BUILT

Minerva · minervamed.app

Patient management SaaS for surgeons. Treatment tracking and WhatsApp automation. Designed, built and shipped end to end. Live, with commercial partners in Brazil.

Ceramicoso · ceramicoso.com

Curated cross-border marketplace for European ceramic artists. Built and launched solo.

WORK EXPERIENCE

Partner Product Engineer

FrameX Labs – Barcelona (remote) | 2025 – Today

- Built and shipped Minerva end to end: design, development, QA and launch.
- Product assessments and consulting for Natura, Prosegur, AJA and Codeworks.
- Development cost **-35%** with Lovable, Supabase and n8n.
- Support first response time **-75%** with automated WhatsApp flows.

Product Manager

Bluma (Singu) – São Paulo (remote) | 2024 – 2025

- Automated the event waitlist end to end, discovery to production. **R\$ 1.6M** annual revenue.
- Stripe and PIX integration. Payment failure **18% → 4%**, revenue **+20%**.
- Omnichannel web and app strategy. Cross-platform retention **+25%**.
- One-tap reorder of last appointment. Order volume **+13%**.

Payments Product Owner

Codere Online – Barcelona | 2023 – 2024

- Payments strategy across **5 international markets** with localized compliance.
- KYC flows with Compliance. Manual workload **-85%**, verification **48h → 5min**.
- Post-release critical bugs **-30%** through acceptance criteria and test plans.

Global Product Manager

Gelt App – Barcelona (remote) | 2020 – 2023

- Launched in 4 LATAM markets. **0 → 4M active users in 8 months**, 115% of the annual growth KPI.
- Led 4 Product Owners across 6 squads, owning the global roadmap.
- Data-driven onboarding redesign (Firebase, AppsFlyer). Activation **+40%**.
- Feature time-to-market **6 → 2 weeks** by restructuring the delivery process.

Head of Operations

Gelt App – Madrid | 2015 – 2020

- First hire. Led operations and product delivery from day one.
- Mobile app, backoffice, CRM infrastructure and website from concept to launch.
- OCR/ACR integration. Data extraction costs **-90%**, accuracy improved.
- Cross-functional workflows across tech, marketing and support. Internal SLA **72h → 8h**.

SKILLS

- **Product:** Discovery, roadmapping, RICE and OKR prioritization, go-to-market, stakeholder management, Agile/Scrum
- **Domains:** Payments, KYC/AML, marketplaces, ecommerce, CRM and backoffice, healthtech
- **Build:** Claude Code, Cursor, Lovable, Supabase, n8n, Figma Make · REST APIs, Stripe, PIX, webhooks, OCR/ACR, SQL, Looker, Firebase
- **Languages:** Spanish (native), English (C1), Portuguese (B1) · **Tools:** Jira, Linear, Figma, Notion

EDUCATION & CERTIFICATIONS

Professional Scrum Product Owner I (PSPO)

scrum.org – Barcelona | 2025

Product Management Diploma

UTN – Buenos Aires | 2021

Marketing & Commercial Management

Escuela Superior de Publicidad de Madrid | 2013 – 2015