

# Manuel Alarcón Cano

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## RELEVANT EXPERIENCE

### TrueRights UK, Remote — Product Owner & Head of Engineering (Contract)

DECEMBER 2024 - JUNE 2025

- When we finished the build for TOCA Social, the same agency that hired me put me in touch with TrueRights. Initially they wanted to build a SaaS platform that managed content for creators and embedded it via JS Tags
- The initial requirements were to use Steganography and Metadata to track content usage, but the product pivoted to a SaaS platform that held content in a secure vault for third-party agencies to license for generative AI use
- I reported to the CTO and led the same team that built the TOCA Social project. I was also involved as a Product Owner, defining the functionalities and managing the change in direction
- In just over six months, we delivered a fully functional MVP that not only met the revised product vision but positioned TrueRights as an early innovator in rights-managed content licensing for AI

### TOCA Social London, Remote — Head of Engineering (Contract)

APRIL 2024 - NOVEMBER 2024

- Planned and delivered a custom middleware solution for a booking system that utilised the SevenRooms API and Sanity as a backend
- The client was already using SevenRooms as their provider but wanted to extend its functionality, I recruited three developers and we built this custom solution according to client specifications in just six months
- This required a deep understanding of SevenRooms' API, Stripe, inventory management tools and bookings logic, but it was an extremely rewarding project
- I worked directly with the Product Owner on the client side to gather requirements and we worked in biweekly sprints

### Ometria UK, Remote — Director of Development (Part-time Maternity Cover)

JANUARY 2024 - DECEMBER 2024

- Reviewed all internal processes within the Development team, allowing them to expand their service offerings, increase capacity, autonomy and client satisfaction
- Guided Deliverability and Technical Project Management teams in creating scalable, efficient processes, ensuring governance and successful project execution
- Built and maintained strong relationships with technology stakeholders, providing strategic insights and supporting Sales & Client Success teams in client interactions
- Managed and coached a multidisciplinary team, driving performance, fostering growth opportunities and ensuring alignment with organisational values & objectives

## Adludio UK, Remote — Head of Engineering & Product Owner

JULY 2020 - DECEMBER 2023

- Delivered a SaaS platform capable of running automated end-to-end marketing campaigns with AI optimisation (LLM + ML tools), direct DSP integration, computer vision live reporting and AdUnit generation
- Managed a dedicated Agile team of 15 spread across 5 different countries
- Led user research sessions to shape and prioritise the product roadmap, driving feature definition, A/B testing, and strategic decisions aligned with the business
- Organised quarterly hackathons allowing the team to work on things they were passionate about, taking those learnings back to everyday operations (we shifted from TypeScript to Go thanks to this)

## Vitamin Amsterdam, Amsterdam — Co-Founder & Managing Director

APRIL 2019 - DECEMBER 2019

- I set up and ran Vitamin Amsterdam, the mainland-Europe branch of the Multivitamin Group, based in London
- Implemented a one-stop-shop for SMEs and startups for their branding and digital presence, specialised in eCommerce and template-based websites
- The main branch of the business (Multivitamin Group) provided portfolio and brand support, but there was no economic backing. I signed enough clients before making the move to ensure the business was self-sufficient from day 1

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## EDUCATION

### Bath Spa University, United Kingdom — BS Business & Management

2013 - 2016

### European School Alicante, Spain — European Baccalaureate Diploma

2002 - 2013

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## SKILLS AND INTERESTS

### Languages

- Native **Spanish**
- Fluent in **English** and **French**
- Conversational **Italian**
- Basic **Dutch**

### Skills

- Technical: **MongoDB, Express, React, Node.js, Javascript, Python**
- Project Management Tools: **Jira, Trello, Asana, YouTrack, Basecamp, Monday, Toggl, Notion**
- Cloud: **AWS, DigitalOcean, GCP, CloudFlare, cPanel**
- Content Management Systems (CMS): **Strapi, Wordpress, Contentful, Shopify, Sanity**
- Design Software: **Figma, Adobe Illustrator, Miro, Excalidraw, Canva**