

Contact

Zurich, Switzerland

Email: Devinsonpena@gmail.com
LinkedIn:
linkedin.com/in/devinsonpena/

Areas of Expertise

Product Strategy & Commercialization
Strategic Partnerships
GTM & Adoption
Client Onboarding
Enterprise Relationship Management
Cross-Functional Team Leadership
AI-Assisted Product Development
Workshops & Executive Communication

TOOLS & PLATFORMS

Product & Delivery:
Confluence, Jira, Trello, Smartsheet

AI & Building:
ChatGPT, Claude, VS Code, Next.js, Supabase, Privy

Commercial & Analytics:
Salesforce, GA4, Looker Studio, Google Marketing Platform

Devinson Peña

Product, Partnerships & GTM

SUMMARY

Digital strategy and product leader with 15+ years helping companies launch and grow complex technology platforms. I bring structure to complexity and connect technology with real business outcomes. Since 2024, I've been building products with AI and blockchain. Looking to join a mission-driven team creating something new.

WORK EXPERIENCE

Independent Product Builder & Blockchain Researcher

Zurich (CH) | Sep 2024 - Present

- Built YourTurn, YourTurn Concierge and YourTurn 2.0 across ETHGlobal Cannes, New York and ETHOnline 2026, winning three Hedera sponsor prizes for wallet-based booking coordination and agent automation.
- Co-built ChopDot, a Polkadot-native group expense app; won second place in User-centric Apps at the 2025 Build Resilient Apps with Polkadot Cloud hackathon (2,700+ participants).
- Co-authored the HSLU CAS Blockchain paper "DePIN Tokenomics Under Stress," connecting incentive design with retention risk, scalability and network resilience.
- Built AI-assisted research and product workflows while participating in builder programs across Switzerland, Berlin and New York.
- Built StimmFolgen, a source-linked Swiss voting prototype, and ORCA Hand Sign Lab and hand-motion lessons using open-source models.
- Co-built TrailPassport, a Swiss hiking app that matches uploaded hikes to the trail network and tracks completed segments.

Team Lead, Advertising Technology, Digitl Switzerland AG

Zurich (CH) | Jul 2022 - Sep 2024

- Managed a $10M+ commercial pipeline, aligning sales, product and operations around repeatable onboarding and account expansion.
- Helped scale Digitl into the region's fastest certified Google partner, onboarding 100+ clients and increasing product engagement.
- Integrated generative AI and automation into delivery and onboarding workflows.
- Built and led a cross-functional adtech team delivering client strategies, growth initiatives and partner-facing projects.
- Advised clients on their marketing technology stack, optimization and automation.

Team Lead, Advertising Technology Consultant, Trakken

Zurich (CH) | Feb 2019 - Jul 2022

- Advised global and SME teams on GMP products, driving 5-10% spend increases for $1-5M+ clients and retaining $1M+ strategic budgets.
- Developed and managed consulting projects, including global GMP rollouts, audience strategy and dynamic product remarketing across enterprise stakeholders.
- Led multi-day workshops and executive training, turning platform capabilities into client decisions and stronger adoption.
- Acted as clients' first contact for support and QA, working with Google Partner Teams on product feedback and improvements.

Global Senior Product Program Manager, Xaxis

New York (USA) | Mar 2017 - Jan 2018

- Managed a global media products and technology pipeline, aligning roadmap priorities with client demand and business outcomes across senior stakeholders.
- Established project management tools and processes to streamline planning for global product teams.
- Advised the Global Product VP, led management calls, maintained product roadmaps and developed business cases for investments and pitches.

CERTIFICATIONS

Blockchain:
Polkadot Blockchain Academy (PBA-X, 2025)
Web3x: Introduction to Blockchain and Web3 (2024)

Advertising & Marketing:
Google Analytics Individual Certifications, Search Ads 360, Display & Video 360, Campaign Manager 360 (2024)

Product Management:
LevelUp! Product Academy (2023)

Operational Excellence:
Six Sigma Green Belt (2012)

Languages

English (Native)
Spanish (Native)
German (B1 Goethe Certified)

INTERESTS

Athletics:
Triathlons (Ironman 70.3), Running, Cycling, Swimming

Culture:
Sci-fi, travel and dance

Technology:
Blockchain applications and maker projects

Personal Info

Nationality: American
Swiss Work Permit: C

Global Senior Product Enablement Manager, Light Reaction
New York (USA) | Oct 2016 - Mar 2017

- Owned go-to-market enablement for a performance product suite across the Americas, designing sales tools and onboarding kits.
- Launched internal platforms for campaign briefing, product tracking, and training delivery.
- Worked across teams to improve product adoption and fit.

EMEA Senior Product Development & Training Manager, Xaxis
Düsseldorf (DE) | Aug 2013 - Oct 2016

- Created the Xaxis e-Academy, training 3,500+ internal users on products and strategy.
- Delivered market-specific product research and dashboards for EMEA leadership.
- Localized tools and launched product workshops for teams in 10+ countries.

Business Development (Entrepreneurial), Unimania.de
Köln (DE) | Nov 2012 - Aug 2013

- Developed and launched a business approved by the German Chamber of Commerce (IHK). Led website design, online marketing campaigns, and content creation across digital and print.

Management Trainee, Momentive
Leverkusen (DE) | Sep 2010 - Oct 2012

- Rotated across supply chain, marketing, and finance; led Six Sigma projects (2010-2012).

OTHER EXPERIENCE

LevelUp! Product Academy
Aug 2023 - Dec 2023

- Completed a lean product management workshop series covering PM fundamentals, discovery and delivery methods, and leadership development.

Builder & Ecosystem Programs

- ETHGlobal Cannes, New York and ETHOnline: three Hedera sponsor prizes | 2026
- ZuBerlin and Zuitzerland builder programs | 2025
- zkProof Noir competition, Berlin Blockchain Week | 2025
- European Blockchain Convention | Sep 2024
- DEX Conference Switzerland | Nov 2023

EDUCATION

CAS Blockchain
Hochschule Luzern (HSLU) | 2025 - 2026

- Co-authored research paper: DePIN Tokenomics Under Stress: A Comparative Stress Evaluation Using the Onocoy Network as an Anchor Case.

Master of Science in Web Science
Cologne University of Applied Sciences | Sep 2015 - Sep 2017

- Master's thesis: The Impact and Critical Success Factors of Integrating Artificial Intelligence (1.0).

Double Bachelor of Science (Dual Degree) in International Business, Finance & Spanish
Sep 2006 - Sep 2010

- Universidad Pontificia Comillas, Madrid, Spain (2008 - 2010).
- Northeastern University, Boston, USA (2006 - 2008)