

Tommaso Spagnoli

Senior Product Manager, AI & Automation

Valencia, Spain · +34 605 278 651 · tom@tomspagnoli.com · linkedin.com/in/tomspa
www.tomspagnoli.com

About me

Digital Product Manager specializing in AI, with 10 years of experience in tech. I use my combined technical and business background to turn business requirements into clear goals for development and DevOps teams. I don't just manage backlogs; I drive product metrics to achieve business outcomes. I am data-driven and user-centric, always keeping the business in mind. When building systems, I focus on preventing issues before they occur. As a leader, I aim to empower my team through challenge and mentorship, and I am always ready to get my hands dirty when needed. Fluent in Spanish, English, and Italian.

Experience

BigBuy (B2B2C ecommerce, €120M) — Senior Product Manager, AI & Automation (2021 – current)

Product leadership for retention and operational efficiency across Customer Support and Finance, and since 2023 for applied AI. Platform scale: 400,000+ products, 200+ integrations, 7M+ shipments.

BigBuy is a €120M B2B2C ecommerce platform. I designed a multi-agent support system that resolved 54% of incoming customer queries, and I own the evals that gate it: golden datasets, an LLM-as-a-judge and a deploy gate that blocks a release on regression. I work spec-driven with Claude Code and prototype before spending engineering time. I lead a squad of seven developers and agree success metrics before the build, not after.

- **Product strategy and discovery:** from customer interviews and ticket analysis through to roadmap, success metrics and the tradeoffs agreed with stakeholders in Sales, Logistics and Support. Squad model based on Spotify's.
- **AI architecture:** multi-agent system with an orchestrator routing to five specialist sub-agents that mirror the human support team. Built on n8n with OpenAI models, RAG over Qdrant, MongoDB and MCP against our internal commerce API, with jailbreak guardrails in production.
- **AI quality:** golden dataset of ~100 cases scored by an LLM-as-a-judge, run on every prompt change and blocking the deploy on regression, plus human-in-the-loop review of sampled answers twice a week.
- **Spec-driven delivery:** prototypes in Figma Make turned into PRDs detailed enough for engineering to build agentically with Cursor.
- **Leadership:** squad of seven developers in post-sales. Previously ran the CRM and technical support function inside this role.

Wins:

- **BigBot, multi-agent support** (team of two). Up to 200 new tickets a day in any language. **54% of incoming support queries resolved without a human**, from a baseline of canned templates that often did not fit the question.
- **Mailbox, unified marketplace messaging** (Product Owner, team of six). 957 tickets classified into 17 typologies set the roadmap. The assistant creates return labels through the carrier API,

opens RMAs in the ERP and sends invoices. **64% resolution inside its scope** (Jan to Mar 2026), replacing a subscription costing almost €6,800 a year.

- **AI workspace for the product team** (own initiative, pitched to the CTO, now used daily by six). Made Voice of Customer analysis fast enough to run monthly. Both initiatives it surfaced shipped: **checkout conversion up 15.85% in an A/B test** on the pricing page, pricing questions to support down 19%, and the platform slowness customers had complained about for years finally fixed.
- **Across the role: NPS up 10% and incidents down 15%**, from ticket automation and process work.

NyS CAD-PLM Software (B2B industrial software, Siemens) — Product & Business Development (2020 – 2021)

Scoped complex technical projects to validate fit before committing resources, and translated industrial problems into precise specifications for Siemens solutions.

Wins:

- Qualified leads up 50% after standardizing the prospecting workflow.
- Closed key account deals in the €15,000 to €30,000 range.

Homyspace (#Proptech startup, Demium-incubated) — Product-Led Growth & Business Operations (2016 – 2019)

Joined during the Demium incubation phase and helped build the business model while running it.

Refined the MVP and the value proposition against customer interviews and market feedback from Spain and France, and standardized the processes that let the expansion team scale.

Wins:

- 1,000+ properties acquired from scratch across two countries.
- Migrated HubSpot to Salesforce.

Demium Startups (incubator & VC) — Product Development (2016)

Selected for the #Allstartup Tourism program. Validated product-market fit and built early-stage prototypes, applying design thinking in #proptech and travel.

Education & Certifications

- **Digital Product Manager** | Thiga Academy — strategic vision, AI for product, value delivery, product-market fit
- **Product Management, 1-to-1 mentorship (90h)** | Paco Crespo
- **Service Hub Software** | HubSpot Academy — CRM and customer service
- **Sales & Marketing Program** | Siemens Industry Software — B2B strategy and consultative solution design
- **Degree in Languages and International Communication** | Roma Tre University

Skills

- **Product:** product strategy · discovery and customer interviews · roadmapping · success metrics and KPIs · prioritization and tradeoffs · PRDs, user stories and backlog · OKRs · A/B testing · zero to one · Agile, Scrum and Lean Startup
- **AI product:** agentic and multi-agent architecture · LLMs and generative AI · prompt engineering · RAG and vector search · LLM evaluation (golden datasets, LLM-as-a-judge, regression gates) · guardrails and human-in-the-loop · MCP · spec-driven development
- **Domain:** B2B SaaS · ecommerce and marketplaces · customer experience and support operations · SLA, CSAT and NPS · retention and onboarding · workflow automation
- **Leadership:** cross-functional leadership bridging tech and business · stakeholder and executive communication · squad leadership and mentoring

Tech stack

- **AI:** Claude Code, Cursor, n8n, OpenAI API, Qdrant, MongoDB, MCP, Figma Make
- **Dev/Data:** REST APIs, JSON, SQL (working knowledge), JavaScript, HTML/CSS, Git, Bitbucket
- **Product & UX:** Jira, Confluence, Notion, Figma, FigJam, Miro
- **CRM & ERP:** HubSpot (expert, incl. Service Hub), Salesforce, Odoo
- **Analytics:** Advanced Excel, PostHog, Google Analytics, Looker Studio, Power BI

Languages

- Spanish - Bilingual
- Italian - Bilingual
- English - C1-C2
- French - B1
- Portuguese - A2
- Chinese - A2

References

- **Paz Bernini** | Director of Customer Service Experience & Operational Excellence at BigBuy
- **Paco Crespo** | Head of Product at Exalt

Contact details available on request.