

# David Manzano Gonzalez

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## PROFESSIONAL SUMMARY

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Senior Product Manager with 8+ years in product and 13+ in data-driven roles, building marketplace, consumer and AI-native products at Amazon EU — currently owning the Marketplace Returns portfolio: 500K+ sellers, 40M+ annual returns, 5 marketplaces. Recognised as Lead PM, coaching 5 PMs and setting VP-level strategy. Building with AI, not just using it — shipped AI prototypes that engineering adopts, with \$13M+ in annualised savings.

## PROFESSIONAL EXPERIENCE

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### Amazon EU — Senior Product Manager, EU Marketplace Returns 2021 – Present

*Recognised internally as Lead PM since Jan 2025; own EU portfolio strategy, coach 5 PMs, shipped 25+ features using product analytics, user research, and A/B testing.*

- Built and launched a **third-party repair marketplace across the EU from zero** — business case, CX, technical integration, and scale. Delivered **€136M in annualised loss reduction**.
- Reduced **Return Dissatisfaction Rate from 12.4% to 2.8%** across 5 marketplaces while maintaining seller trust across 40M+ annual returns.
- Launched the **Returns Insights & Opportunities dashboard** for 500K+ sellers: 5% adoption in 3 months, 7% return-rate reduction for adopters, **\$10M+ annualised savings**.
- Built an **AI-powered return label processor with Claude Code** (drag-and-drop upload, AI validation layer), adopted by engineering — projecting **\$3.4M annualised savings**.
- Delivered the first worldwide Amazon prepaid return label solution for cross-border returns, coordinating 15+ internal and external teams.
- Defined VP-level product vision; directed fully remote teams across the US, EU, and India.

### Amazon EU — Senior Analyst (Strategic PM), Fulfillment Acceleration 2019 – 2021

- Led an operational redesign across German fulfillment centers, improving Prime delivery speed by 10% and unlocking **€35M** in incremental annual sales.
- Influenced VP-level decisions reshaping the EU fulfillment topology roadmap, driving **€20M/year** in speed-driven revenue gains.

### Amazon EU — Senior Product Manager, After Market Services 2017 – 2019

- Delivered **€22M/year** in savings via consumer return-avoidance programs.
- Deployed A/B testing frameworks to guide iteration and reduce return rates at scale.

### Amazon EU — Business Intelligence Manager, After Market Services 2015 – 2017

- Created EU-wide returns forecasting and KPI frameworks later adopted as global Amazon standards.

### Dell — Business Analysis Advisor / Senior Analyst, Marketing 2013 – 2015

- Delivered VP-level performance reporting; automated segmentation and reporting tools enabling higher-conversion campaigns.

### Career Break 2010 – 2013

*Planned sabbatical for extended travel; returned to industry with Dell in 2013.*

### Vodafone — Systems Implementation Specialist 2008 – 2010

- Managed vendor contracts and IT lifecycle improvements; automated customer satisfaction reporting.

## SKILLS

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**Product:** Strategy & roadmap ownership · 0-to-1 product development · A/B testing & experimentation · Discovery & user research · Prioritisation · MVP definition · GTM

**AI & Prototyping:** Claude Code · LLM prompt engineering · AI-assisted prototyping

**Data & Analytics:** SQL (Redshift) · Tableau · Dashboard creation · KPI frameworks · Product analytics

**Leadership:** Cross-functional leadership · Stakeholder alignment · PM mentoring · Remote-first collaboration

**Domain:** Two-sided marketplaces · Consumer products · E-commerce operations · EU multi-jurisdiction compliance

## **EDUCATION & LANGUAGES**

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**Computer Science Engineering**, Universidad Politécnica de Valencia | 2002–2007

Certifications: Agile Scrum Foundation · ITIL® Foundation · PRINCE2® Foundation

Spanish (native) · English (fluent) · German (intermediate, Goethe B1)