



# ALEXANDRA MARTINEZ

## PRODUCT MANAGER

### CONTACT

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### SKILLS

Market research  
User research  
Roadmaps & PRDs  
AI prototyping  
User testing  
Agile & Scrum  
Stakeholder management  
Data pipelines & RAG  
MCP & tool integrations  
Prompt design & testing  
Product analytics  
Go-to-market

### LANGUAGES

Spanish · native  
English · fluent  
French · beginner  
Slovenian · beginner

## PROFILE

AI-native Product Manager with **4+ years** taking products from discovery to launch. Most recently, I took two AI products from concept to V1 in four months for 8x. Before that, I led product at VCG.ai. I connect users, business and engineering, and focus on shipping products people actually use. Open to full-time or project-based roles, in Ljubljana or remote.

## EXPERIENCE

**8x** **Product Manager** **8x** · Remote Jul – Oct 2026

Project-based contract to lead two AI products for 8x: Mate and Sonar.

- Took both products from concept to V1 in four months, from PRDs and design to launch.
- Joined client and sales calls to run discovery and onboarding, feeding insights straight into the roadmap.
- Worked daily with engineers on architecture, integrations and data models; wrote acceptance criteria and led QA before each release.

**Mate** **AI teammate** · Slack & Teams

- 3,200+ tool integrations via MCP
- Multi-model via OpenRouter API
- Stripe billing, PostHog tracking

**84%** cut in AI cost per question

**32** sign-ups in month one

**Sonar** **Brand tracking on social media**

- Trends, alerts & sentiment
- Competitor benchmarks
- Video pipeline & AI reports

**50+** reports created

**V1** used across 8x teams

**Product Manager** **Anteja ECG** · Ljubljana Jan 2025 – Jul 2026

Led product at VCG.ai, an AI startup created within Anteja ECG, and supported the Horizon Europe ARGONAUT project.

- Owned the VCG.ai roadmap, turning founder vision, sales feedback and user research into a clear, prioritised plan.
- Ran sprint planning, backlog grooming and retros in Jira, turning sales and client input into prioritised tickets.
- Designed prompts and ran model testing for accuracy, output quality and source citations.

**VCG.ai** **AI circular-economy platform**

- Domain-specific RAG model
- Big-data research pipeline
- Multi-tenant B2B platform w/RBAC

**V2** relaunch, 10+ new features

**1st** AI agent, research to launch

**Jason** **AI LCA tool** · Horizon Europe

- Supported the lead PM
- Helped scope and design the UI
- Supported the LCA data pipeline

✓ LCA data retriever tested

✓ AI UI design confirmed

## TOOLS



Claude



ChatGPT



Codex



Lovable



Perplexity



Jira



Linear



Confluence



Notion



Figma



Miro



PostHog

Also: Slack, Trello, Stripe, Google Workspace, Microsoft 365 and others

## AI native

## GO-TO-MARKET

Pricing & packaging

Multi-market testing

Google Ads

Meta Ads

Outbound automation

UTM tracking

## HOBBIES

 Gastronomy

 Literature

 Live music

 Travelling

## REFERENCES

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*Alexandra is a genuine problem solver... She is also very **AI native**. In under three months both products went from early concepts to live software with real users.*

8x

**Jaka Bavdek**  
CEO, 8x

Full letter available on request.

## EXPERIENCE

continued



### Project Manager

Anteja ECG [↗](#) · Ljubljana

Apr 2024 – Jan 2025

*Sustainability consultancy delivering digital tools, EU-funded projects and international development programmes.*

- Managed Horizon Europe, SIPPO and World Bank programmes across international markets, on time and within scope.
- Conducted market research and data analysis to give senior stakeholders evidence-based recommendations.
- Main contact between clients and the organisation, managing expectations and building long-term partnerships.



### Circular Public Service Platform [↗](#) · V1

Helps European municipalities plan and run circular public services

- V1 scoped to a fixed brief & budget
- Led UI design with a designer
- Backend and data pipeline
- Multi-tenant workspaces & roles

€1.5M tender won for V2

8 municipalities currently using it



### Project Manager

Flox Ltd. [↗](#) · London

Aug 2022 – Aug 2023

*AgriTech startup using computer-vision AI to improve poultry farm welfare and performance.*

- Fully independently organised and ran **10+ on-farm customer deployments** in parallel, each installed within a 24–48 hour window.
- Owned Flox's largest project: a deployment for the **UK's largest food retailer**.
- Co-managed **£340k** in UK government grants, on scope, time and budget.
- Led **on-farm testing and user feedback**, driving UI/UX improvements with the product team.

## ENTREPRENEURIAL EXPERIENCE

### Co-founder & Advisor

Bagel Embassy [↗](#) · Ljubljana

Oct 2025 – Present

Co-founded a bagel shop inspired by UK bagel culture, now expanding into Central Europe. Lead inventory, purchasing and supplier relations. Featured in **Vogue Adria** [↗](#) and **Buro 24/7** [↗](#).

## EDUCATION

### BBA, Management & Finance

Hult International Business School · London

2019 – 2022

Dean's List · GPA 3.54 · Model United Nations, Management & Consulting Club, Social Entrepreneur Club

## CERTIFICATION

### Professional Scrum Master I (PSM I)

Scrum.org [↗](#) · verified certificate

Aug 2025