

Alejandro Acosta

Product Manager | AI Product & 0 to 1 Builder

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[Linkedin](#) | Portfolio: www.aleacosta.com | **Full Working Rights in Australia, Immediately Available**

Product manager with a founder's track record of building AI powered products from zero to one and scaling enterprise platforms across global markets. Founded and led product at Cogniphant, an AI powered EdTech/Healthtech platform deployed across 10 schools in the UK and Colombia. Enterprise B2B SaaS background driving 8x order growth on IKEA's €3B global loyalty platform across 14 markets. Hands on with AI agent tooling (Claude Code, Cursor) for rapid prototyping, workflow automation and AI native product development.

EXPERIENCE

Founder & Head of Product, Cogniphant (London, UK)

Jun 2024 to Jan 2026

Award winning EdTech/Healthtech startup using AI to transform ADHD identification and support in schools, backed by Microsoft for Startups. Founded and led the product function from early concept through to live school deployments.

- Owned the end to end product lifecycle for an AI powered ADHD screening and SEN support platform, conducting user research with teachers, psychologists and students to take it from concept to deployment across **10 schools** in the UK and Colombia, including a formal partnership with the Bogota Department of Education
- Led a **6 person cross functional team** (2 engineers, 2 psychologists, 1 product designer, 1 UX researcher) running agile sprints and RICE based prioritisation, screening **500+ students** directly and reaching **1,800+ children** total, with ~12% flagged for further evaluation
- Chose gamified assessments over traditional questionnaires based on user research, and used RICE prioritisation to deprioritise a secondary AI assistant feature in favour of higher impact screening work, improving teacher knowledge accuracy to **91%**, with **80% teacher satisfaction** with the platform
- Partnered with the data science team to scope, define requirements for and validate the platform's first ML based screening model, translating pilot data into a shipped feature that helped secure **\$150K** in Microsoft for Startups platform credits and support
- Ran the **founder led go to market** from scratch, driving pilots through cold outreach and LinkedIn campaigns that generated warm referrals, one of which opened the door to a partnership with the Bogota Department of Education, alongside an institutional research partnership with University College Dublin's HCI group
- Recognised with the **Dalai Lama Fellowship** (2025), **QS Reimagine Education Europe Award** (2024) and **Milken Penn GSE Semifinalist** (2024)

Educators' Community and Product Manager, Codetribе (New York, USA)

Dec 2023 to Apr 2024

EdTech platform teaching coding to school students across the US, joined through the Erasmus for Young Entrepreneurs program.

- Ran **30+ discovery interviews** with educators to surface curriculum gaps and opportunities, directly shaping a new AI literacy curriculum based on the research
- Drove partnership conversations with education companies at SXSW EDU, and built and ran an automated outreach campaign that generated **500+ qualified leads** and drove **30% active user growth** in 3 months

Product Owner, Minsait by Indra (Madrid, Spain)

Nov 2021 to Nov 2022

Global technology and consulting company, part of the Indra Group, delivering enterprise SaaS and B2B platforms for major retail and consumer brands.

- **Led an 8 person product team** as Product Owner for IKEA's global B2B loyalty platform (**€3B** in sales across 14 markets), following its deployment across 7 of the platform's 14 markets to **8x order growth** and **3.7x more services sold** there
- Owned the backlog and roadmap (Jira, Confluence), running A/B tests on customer facing features and identifying an opportunity that drove a **30% subscription growth lift** by getting the Family (B2C) team to implement a targeted change to their perks and benefits page
- Led **market research and digital transformation** for major international clients, building a cross country collaboration platform for the International Organisation of Vine and Wine (OIV) and running product research for Zara to reduce returns and lift customer satisfaction
- Designed the **integration architecture** and system flows for a phygital mall concept, coordinating click and collect, home delivery and in store fulfilment across retail systems, and for the market leader in ceramic manufacturing

EDUCATION

International Master in Business Analytics and Data Science

2022 to 2023

Politecnico di Milano

BBA, Business Administration & Innovation Management

2016 to 2020

Pompeu Fabra University, Barcelona, dissertation in Econometrics (Cum Laude)

SKILLS

Product & Delivery: Product roadmapping, discovery & validation, RICE/ICE prioritisation, Agile/Scrum, OKRs, A/B testing, user research, 0 to 1 product development, stakeholder management, cross functional team leadership

AI & Data: AI agent engineering & workflow automation (Claude Code, Cursor), Python, SQL, Power BI, Tableau, Stata, scoping & validating ML models with data science teams, AI assisted product workflows (LLM evals, prompt design)

Tools: Jira, Confluence, Figma, Notion

Certifications: Scrum Product Owner I (Scrum.org); Digital Product Management, UVA Darden School of Business

Languages: Spanish (Native), English (C1/Bilingual), Italian (C1), Portuguese (Intermediate), French (A2)