

Mario Bennekers Vallejo

Senior Product Manager



Madrid, Spain

mario.bennekers@gmail.com

+34 633 04 04 23 ☎

[LinkedIn](#)

EDUCATION

Civil Engineering

University of Granada

2007 – 2014. *Granada, Spain*

Yildiz Teknik Üniversitesi

2011 – 2012. *Istanbul, Turkey*

Universidad Católica

2014. *Valparaíso, Chile*

SKILLS

Strategy

Agile development

Product discovery

Data Analysis

Roadmap

AI tools

Leadership

Product Design

Frontend development

Gamification

Renewable Energy

e-Mobility

LANGUAGES

Spanish – Native

English – Advanced

Dutch – Basic

SOFTWARE

Cursor, Notion, Jira, Google Analytics, Amplitude, Figma, HTML, CSS, JS, React, SQL basics, Mixpanel, openAI APIs, n8n, Elevenlabs.

SUMMARY

Product leader with 6+ years building and launching digital products in SaaS, energy tech and gaming. I combine engineering background with hands-on product execution and user-centric design, leveraging AI tools to accelerate product development. Proven track record scaling teams, growing revenue, and delivering from zero-to-one and scale-up environments.

EXPERIENCE

CatchIT!

Founder

Sep 2024 – Present. *Madrid, Spain*

Founded a mobile game startup, owning the full product lifecycle:

- Led product strategy, user research, and rapid iteration cycles
- Built and shipped cross-platform app (React Native) integrating AI tools
- Achieved 50% D1, 35% D7, 12% D30 retention through data-driven optimization
- Managed with zero budget: prioritization, resourcefulness, and speed

Freelance

Product Development Consultant

Dec 2023 – Present. *Madrid, Spain*

- Providing product strategy for sustainability-focused companies.
- Interim Product Lead at Ecometro, building the product team and preparing the product for market, resulting in acquisition of first recurrent customers.
- Consulted for Imageryst, adapting their technology to renewables, delivering product strategy and go-to-market that onboarded new enterprise clients.

Maxem Energy Solutions

Product Manager

May 2022 – Dec 2023. *Amsterdam, Netherlands*

- Led product strategy, requirements and UX for a B2B energy SaaS platform.
- Delivered onboarding, dashboards, workflows and a complete UX revamp, enabling adoption by new enterprise clients.
- Contributed to 2x YoY revenue growth and 4x increase in CPs in 2023.

RatedPower

Product Manager

Feb 2019 – May 2022. *Madrid, Spain*

- Led the product team for B2B software that grew revenue from 230k to 2.5M.
- Expanded team from 2 to 30+ developers, establishing product processes.
- Collaborated closely with engineering, design, and client stakeholders.
- Led the definition and implementation of the product long-term strategy.

Sabbatical year

Nov 2018 – Dec 2019. *South America*.

Solarpack

Project Manager

Mar 2015 – Oct 2017. *South America & India*.