

# Maria Eugènia Rodríguez Serra

Business Operations Lead | Operational Transformation | Strategic Execution

+34-669728586 | [jeni.rodriguez.serra@gmail.com](mailto:jeni.rodriguez.serra@gmail.com) |  [Linkedin](#)  [Portfolio](#)  Madrid



## PROFESSIONAL SUMMARY

**Business Operations professional with 14 years of experience** connecting operations, business, customer and technology across retail, ecommerce, marketplaces and digital environments.

Specialised in **identifying friction, translating complex business needs into scalable processes and solutions, and aligning cross-functional teams** from diagnosis through implementation.

Data-informed and hands-on, with a strong track record of **prioritising for impact and turning strategy into operational execution.**

## KEY ACHIEVEMENTS

- **>50% reduction in B2B onboarding time** through a self-service experience that reduced operational dependency.
- **+60% qualified partner leads and +50% partner conversion** after redesigning commercial and operational workflows.
- **14 provinces in under one year** through a replicable specialised retail partnership model.
- **€500K annual revenue**, building and scaling an omnichannel business from the ground up with very limited resources.
- **+70% first-contact resolution and -40% AHT** through CX process redesign and scalable operating workflows.

## PROFESSIONAL EXPERIENCE

### Business Operations & Product Operations Lead

TracknTake | Tech Startup | Marketplace App | Jan 2025 - Jul 2026

- Drove cross-functional alignment across **Product, Engineering, Sales and Marketing** around priorities, roadmap and execution, translating business needs into clear ownership and measurable actions.
- Redesigned commercial and operational workflows, increasing **qualified partner leads by 60% and partner conversion by 50%.**
- Designed and prototyped a **self-service B2B onboarding journey** adapted to ecommerce platform and partner context, reducing onboarding time by **>50%** and operational dependency.
- Redesigned the **partner CMS** from an operational back office into a value- and next-action experience, adapting content, CTAs and visibility to each partner stage.
- Used **user behaviour and feedback** to identify friction and prioritise product improvements, including an implemented product-page redesign that **increased Add to Cart.**
- Implemented **CRM, reporting, SOPs and cross-functional operating mechanisms** to improve visibility, scalability and execution tracking.



## Head of Omnichannel Operations & Customer Experience

Nordic Baby | Retail & Ecommerce | B2C & B2B | Feb 2020 - Apr 2024

- Led **omnichannel operations** with responsibility for P&L, procurement, inventory, ecommerce, CX and cross-functional execution.
- Managed and developed an **11 person multidisciplinary team**, establishing operating standards, performance tracking and continuous improvement.
- Redesigned CX and operational processes, improving **first-contact resolution by 70% and reducing AHT by 40%**.
- Designed **Nordic Baby On Road**, a replicable corner model with specialised retailers that expanded the brand's presence to **14 provinces in under one year** while opening new B2B partnerships.
- Led an **ecommerce/CRO audit** combining sales, Analytics, SEO and customer journey data to identify conversion friction and translate findings into a prioritised roadmap.

## Founder & Business Operations Lead

Back To The Monkey - Monetes | Retail & Ecommerce | B2C & B2B | Sept 2012 - Feb 2020

- Founded and scaled an **omnichannel business to €500K annual revenue**, owning strategy, P&L, operations, ecommerce, CX and growth with very limited resources.
- Built a differentiated model around a **community of families and a niche product assortment**, connecting content, ecommerce, retail and customer experience.
- Managed end-to-end **procurement, suppliers, inventory, pricing, marketing, customer service, technology and financial decisions**.
- Implemented processes, tools and automation that enabled the operation to **scale efficiently while maintaining service quality**.
- Built and led a **multidisciplinary team**, aligning day-to-day execution with business objectives.

## CORE SKILLS

- **Business Operations:** Strategic Execution · Cross-functional Leadership · Process Mapping · SOP Design · Continuous Improvement · Operational Excellence · BPMN · Stakeholder Management.
- **Execution & Delivery:** Business Planning · Roadmapping & Prioritisation · KPI Management · Change Management · Problem Solving · Cross-functional Collaboration
- **Tools & Analytics:** Jira · Notion · Monday CRM · Hubspot CRM · Mixpanel · AI Tools (Claude, Gpt, Lovable...) · Data Analysis · Dashboards & Reporting

## EDUCATION

Bachelor's Degree  
in Psychology  
Universitat Oberta  
de Catalunya (UOC)

Higher National  
Diploma in Social  
Integration  
2006-2008

## CERTIFICATIONS

- Google Data Analytics (2025)
- Lean Management Foundations - Six Sigma Academy Amsterdam (2025)
- BPMN 2.0 Business Process Modeling - Udemy (2025)
- Google Digital Marketing & E-commerce (2024)
- Business Process Management - Udemy (2025)

## LANGUAGES

- Spanish - Native
- Catalan - Native
- English - Professional Working Proficiency (C1)