

Carlos Cardona

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7x founder, built products from zero to launch, led 100+ people, and reached millions of users. Hands-on across product, design, engineering, and AI. Now building agentic workflows that give small teams superpowers. Next: joining a team with a validated problem, my full focus on the product.

EXPERIENCE

WISPAL

Founder (Product)

Estonia (Remote)

Aug 2025 – Jul 2026

Messaging platform where experts & creators monetize private conversations with their audience.

- Built the product end-to-end: chat, video calls, match, referrals, subscriptions, payments.
- Built the AI layer: chat copilot, live translation, conversation memory, content moderation.
- Built an agentic workflow with guardrails and pre-deploy functional and visual tests.
- Launched 3 times, repositioning on creator feedback. Got interest from a strategic acquirer.

DEVANCE

Founder (Product)

Madrid, Spain

Feb 2022 – Jun 2025

Growth partner for eCommerce. Helping retail brands deliver personalized online shopping experiences for peak performance and growth

- Hired as consultant, became CTO of a US e-commerce selling millions.
- Personalization engine across 68K customers; 3x conversion.
- Built one of the fastest eCommerce sites: under 1s on mobile, PageSpeed 29 to 100.

SUPERMENU

Founder (Product)

Madrid, Spain

Jun 2023 – Sep 2024

Smart system for restaurants, using AI to cut busywork and lift profitability.

- Designed the whole product and built the backend end to end.
- Built personalized suggestions from ratings, diet, allergies and budget; tested with 60 diners.
- Made it white-label and multi-tenant: each restaurant on its own branded domain.
- Onboarded ~10 restaurants and ran live in two Madrid locations.

LEANMARKET

Founder (Product)

Bogotá, Colombia

Jul 2017 – Jun 2021

Classifieds site where independent professionals advertised their services.

- Grew it from zero to 4.6M visitors, with SEO as the core growth engine.
- Recruited and led the team of 10+ engineers, marketers and support agents.
- Owned design and product direction.

SENSIDOC

Founder & CPO

Tenerife (Remote)

Jun 2020 – Dec 2020

Telemedicine app built by a volunteer team during COVID.

- Designed the full product experience: triage, 2:1 pay-it-forward subsidy consultations.
- Co-led a 40-person remote team as product head: developers, designers, doctors.
- Shipped a voice-based triage returning COVID probability.

PLEISI Founder & CPO	Bogotá, Colombia <i>Jan 2014 – May 2017</i>
eLearning platform teaching women in Latin America to earn money from DIY projects.	
- Grew it from zero to 70,000+ registered users across 20 countries. - Optimized product and conversion iteratively, until lifetime value was 8x acquisition cost. - Hired and led a ~20-person product team; owned roadmap, marketing, and growth.	
ABAKO VENTURES Founder & CEO	Bogotá, Colombia <i>Jan 2014 – Jan 2017</i>

- Venture builder pairing entrepreneurs with investors to co-create startups.
- Launched 5 ventures in 3 years across edtech, proptech and marketplaces.
 - Won ~\$300k in grants as a recognized entrepreneurial support entity.
 - Domoly won most innovative business at Bogotá's real-estate fair; 200 investors registered.

LA QUINTA P Founder & CEO	Bogotá, Colombia <i>Jul 2010 – Apr 2014</i>
Digital agency serving consumer brands.	
- Served 30+ clients including Coca-Cola, McDonald's and G4S. - Consulted on tech for a construction company; sales grew \$2M to \$10M. - Sold the agency to a larger BTL agency buying its online capability.	

EDUCATION

UNIVERSIDAD CARLOS III DE MADRID Artificial Intelligence & Data Science	Madrid, Spain <i>Sep 2023 – Nov 2023</i>
REBOOT ACADEMY Fullstack Developer	Tenerife, Spain <i>May 2021 – Aug 2021</i>
UXER SCHOOL UX/UI Designer	Madrid, Spain <i>Apr 2019 – Jul 2019</i>
RSM ERASMUS UNIVERSITY MScBA, Entrepreneurship	Rotterdam, Netherlands <i>2007 – 2009</i>
UNIVERSIDAD CARLOS III DE MADRID Bachelor of Business Administration	Madrid, Spain <i>2002 – 2007</i>

ADDITIONAL

Fluent in English and Spanish. Spanish citizen, EU-wide work authorization
 Program for mentors at MassChallenge, IDEO, MIT Media Lab, Harvard i-lab
 Courses: YC Startup School (partner track), IDEO, Techstars, Stanford