

Roberto Poza Rubio

Innovation, Product & Experience Lead

Growth Strategy | Product
Development | Go-to-Market |
Customer Experience

ABOUT

Senior innovation strategist and product experience leader turning business challenges into new products, services, customer experiences, and growth initiatives across FMCG, fashion, retail, healthcare, mobility, food/agriculture, and financial services.

Experienced with global brands including Heineken, HUGO BOSS, PVH, Cargill, Rabobank, Nestlé, Roche, and Schiphol Group.

Combines product strategy, innovation management, customer experience, stakeholder alignment, and multidisciplinary team leadership to move opportunities from ambiguity to execution.

CORE SKILLS

Strategy & Growth
Innovation & Growth Strategy | Business
Development | Go-To-Market Strategy |
Strategic Planning

Product & Experience
Product Strategy & Development |
Experience Design | Customer
Experience

Transformation & Leadership
Digital & Business Transformation |
Cross-Functional Leadership |
Stakeholder Management

LANGUAGES

Spanish | Native
English | C1
Italian | C1

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 Amsterdam, Netherlands

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Experience

Senior Innovation Strategist

01/2025 – Present

LeGarage/LePub – Publicis Groupe | Amsterdam, Netherlands

Client Portfolio: Heineken Global, Heineken Studio, Heineken Experience, Heineken Netherlands.

- Lead innovation, product strategy, and experience design for Heineken across global and 4+ local business units, translating brand and business challenges into 10+ digital products, consumer experiences, and Go-to-Market initiatives.
- Directed 5+ strategic workstreams across Heineken Global, Heineken Studio, Heineken Experience, and Heineken Netherlands, shaping innovation roadmaps, scalable experience systems, and market activation models.
- Led multidisciplinary teams of 10+ designers, strategists, creatives, researchers, and delivery partners to define, prototype, and refine digital and phygital consumer experiences.
- Delivered key initiatives including Heineken Studio feedback experiences, festival sampling journeys, the hei app launch strategy, Heineken.com campaign templates, and the strategic setup for the Heineken Experience transformation.
- Aligned global and local brand managers, innovation leads, C-level stakeholders, and creative leadership around product decisions, implementation priorities, and Go-to-Market narratives.
- Contributed to ~€1M in new business opportunities through proposals and scope development across innovation, product, experience design, and growth.

Business Designer & Venture Builder

05/2022 – 12/2023

Oneup BV | Amsterdam, Netherlands / Stuttgart, Germany

Client Portfolio: HUGO BOSS, PVH, Cargill, Rabobank.

- Led business design and venture-building projects for global brands and corporates across fashion, retail, food/agriculture, and finance.
- Shaped and validated new growth opportunities across sustainable fashion, hypercustomization, digital twins, food innovation, and consumer-facing financial products.
- Developed 2 validated venture propositions for HUGO BOSS in sustainable fashion and hypercustomization, and 1 digital twin venture proposition for PVH (Parallel by Tommy Hilfiger).
- Restructured Cargill's innovation program to streamline how new ventures were tested, validated, and integrated into regular business units.
- Built 3+ product propositions for Rabobank, creating new consumer value opportunities that continued evolving beyond the project phase.
- Worked across €1M+ innovation project budgets, structured through stage-gate validation processes to guide investment, prioritization, and venture progression.

Product Strategy & Innovation Lead

03/2024 – 12/2024

Freelance | Amsterdam, Netherlands / Milan, Italy

Industry: Fashion & Retail.

- Led strategy and innovation projects in fashion and retail, translating market trends, customer needs, and competitive insights into product, service, and growth opportunities.
- Developed value propositions, Go-to-Market strategies, and partnership opportunities to support new business models and improve relevance in local and global markets.
- Structured project workflows, stakeholder alignment, and delivery processes to improve operational efficiency and decision-making.

Innovation Strategist & Business Designer

04/2021 – 04/2022

Board of Innovation | Amsterdam, Netherlands / Antwerp, Belgium

Client Portfolio: Nestlé, Roche, Vanderlande.

- Worked with multinational organizations across FMCG, healthcare, and industrial technology to identify new growth opportunities and strengthen innovation programmes.
- Led market, consumer, and business research across sustainability, health, consumer behaviour, and future growth topics.
- Translated insights into strategic directions, new propositions, partnership opportunities, innovation roadmaps, playbooks, opportunity maps, and partnership frameworks.
- Collaborated with senior stakeholders across business units, sustainability, support functions, and technology teams to align priorities and structure complex challenges.

Co-founder & Experience Designer

09/2020 – 07/2021

Not Simply Food | Delft, Netherlands

- Co-founded an early-stage food experience venture exploring new consumer interactions around food, culture, and social connection.
- Built the initial proposition, customer experience, and service model, securing first paying customers by month 6 and validated early commercial demand.



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Additional Experience

Teaching Assistant — C.E. Sustainable Strategies

11/2019 – 01/2022

Delft University of Technology | Delft, Netherlands

- Guided 600+ students in applying circular economy principles to design new products, services, and business models that balance company growth with environmental responsibility.

Sustainability Speaker

10/2020

Accenture NL – Dutch Design Week 2020 | Eindhoven, Netherlands

- Delivered a series of lectures on sustainable packaging and circular economy during FORWARD / Responsible Design, part of Dutch Design Week 2020.

R&D Textile & Composites Design Engineer

01/2018 – 04/2019

Future Fibres | Valencia, Spain

- Developed textile and composite product solutions for high-performance sailing, racing, cruising, and superyacht applications.

Education

MSc Strategic Product Design

09/2019 – 03/2022

Delft University of Technology | Delft, Netherlands

Specialization: Technologies for Sustainable Development.

- During this period: co-founded Not Simply Food, worked as Teaching Assistant at TUDelft, acted as chairman of FlightCase 2021, and volunteered as PM at Falling Walls Delft.
- Completed sponsored innovation projects for organizations including H&M, Ford, Volvo, Schiphol Group, KLM, Transavia, Grundig, and Barco.

BSc Industrial Design Engineering

09/2016 – 07/2019

Universitat Politècnica de Valencia | Valencia, Spain

Specialization: Integral Design for Consumer Products.

- During this period: acted as Vice-President of the Association of Industrial Design students and led the Sponsorships & Partnerships team for several editions of a National Design Event (Sevilla Ciudad del Diseño) hosted in Sevilla, Spain.

Selected Certifications

Growth Marketing Minidegree

CXL (In progress)

Focus: Growth strategy, experimentation, conversion optimization, analytics, and scalable acquisition systems.

Project Management

Growth Tribe

Focus: Project planning, stakeholder alignment, agile delivery, prioritization, and execution management.

Behavioural Design

Hyper Island

Focus: Applying behavioural science to customer experience, product adoption, decision-making, and behaviour change.

Management of Fashion & Luxury Companies

Università Bocconi

Focus: Business strategy, brand management, consumer behaviour, and growth dynamics in fashion and luxury markets.

Fashion & Sustainability Management

European Institute of Innovation for Sustainability

Focus: Sustainable fashion strategy, circular business models, responsible innovation, and apparel value chain transformation.

Design Engineering for Circular Products

Delft University of Technology

Focus: Circular product development, sustainable design engineering, reuse, repair, remanufacturing, and recycling strategies.

