Gerard Bori *Fernández*

Product & Growth Executive

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PROFILE

Chief Product Officer with 10+ years building and scaling B2C, IoT and AI products, from 0-to-1 launches to a multinational portfolio.

Today I'm Chief Product Officer, leading a 6-person team that is building a B2C AI product from scratch and taking it to market, backed by an AI content engine that has generated 30M+ organic views on Instagram and TikTok. Before that I owned a €22M connected-product portfolio at Fluidra (a €2.1B multinational) and contributed to C-level decisions through its Product Committee. Three-time founder, industrial engineer and MBA, I combine product vision, go-to-market and pricing with a hands-on command of AI.

EXPERIENCE

Jan 2025 — Present

Founder & CEO

Simplically AI

AI product studio that designs, builds and launches AI products and process automation for startups and SMEs.

- Alongside the full-time CPO role, deliver custom AI and automation projects for other clients, from fine-tuned models to scalable automation architectures
- Designed and built two AI-native business systems with their own MCP servers, operated through Claude: an invoicing and tax-compliance platform (invoices, expenses, bank reconciliation, Spanish VAT and income-tax filings) and a CAE compliance-document platform for Còrsega TV that collects, classifies and tracks the safety documentation clients require and its expiry dates

Jan 2025 — Present

Chief Product Officer

Bitmedia

Full-time contract leading the 0-to-1 build and go-to-market of a B2C AI platform, owning product vision, roadmap and launch strategy.

- Manage a 6-person cross-functional team: frontend, backend, AI and workflow engineers, a product designer and an AI content creator
- Direct an AI-driven content strategy that has generated 30M+ organic views on Instagram and TikTok, building audience and demand for the product
- Defined the AI architecture: open-source LLMs (Ollama) with fine-tuning and prompt engineering, plus generative visual features (ComfyUI), aligning technical feasibility with user value

Oct 2021 — Jan 2025

Senior Product Manager

Fluidra

At this €2.1B global leader in pool and wellness equipment, owned a €22M connected-product portfolio with 375K app users across EMEA, and shaped a transversal €80M IoT product line with 1M+ global app users and €420K in app ARR.

- Contributed to C-level decision-making through the Product Committee, aligning product vision with business objectives
- Led cross-functional teams across App, Firmware, Hardware and Cloud to align global roadmaps with technical feasibility, market opportunity and profitability
- Defined value propositions, pricing strategies and business cases backed by detailed financial and market modelling
- Drove EMEA go-to-market, segmentation and competitive analysis to accelerate product adoption

Jun 2020 — Oct 2021

Head of Marketing

Còrsega TV

Led digital marketing strategy and customer experience to drive growth, efficiency and profitability, owning pricing strategy and the KPI framework.

- Directed the ERP migration, enabling scalable growth and API integration with the company website
- Delivered SEO and UX strategies that secured first-page Google rankings across key business verticals
- Previously (2014–2020, alongside other roles) built the company website and full digital strategy (UX/UI, SEO, SEM, local search), scaling organic traffic to 65,700 quarterly visits

Nov 2018 — Jun 2020

Co-Founder & CEO

Lofinn

B2C dating platform: took it from concept to launch, recruiting and leading a 6-person cross-functional team with agile delivery.

- Built the full product: registration, matching algorithms, event management, automated email journeys and payment integration
- Ran digital acquisition (SEO/SEM, content, automation) and a KPI framework that improved CAC and conversion, refining UX through A/B testing and behavioural analytics

Jun 2018 — Nov 2018

Founder

Digital marketing agency (Upwork clients)

Built a remote agency delivering landing pages, CRO, sales funnels, paid social and explainer videos through a network of vetted freelancers.

- Reached a 2% conversion rate on high-ticket services

Sep 2016 — Jun 2018

Robotics Engineer

Dürr

Programmed, tested and commissioned robots for a €25M automated painting line.

- Sustained 99% uptime in a high-pressure production environment

SELECTED WORK

May 2024 — Present

Flippo.es · Digital & Growth Advisor

Advise on the company's entire digital side, from growth strategy (paid social, SEO, Shopify CRO) to integrating its ERP, sales, data and A/B testing platforms. Shifted revenue from one-off to recurring.

10×
MRR in 6 months · −40% ad spend

Oct 2024 — Present

Realestanding.com · Digital Marketing Lead

Built a CRO-focused Google Ads acquisition funnel that hit the CPL and CAC targets.

−90%
CAC · higher lead quality

Sep 2021 — Sep 2024

Tailsip.com · Co-Founder & CEO

Bootstrapped e-commerce brand on Shopify and Amazon FBA, with €77K in revenue.

7M+
TikTok & IG organic views · 470K likes

Freelance

Academy Perfect · Corporate Excel Trainer

Microsoft Excel training for corporate and public-sector teams.

Telus International (Facebook) · W. L. Gore & Associates (GORE-TEX) · Generalitat de Catalunya

EDUCATION

Master of Business Administration (MBA) · thePower

Industrial Electronics and Automation Engineering · Universitat Politècnica de Catalunya (UPC)

Digital Product Management · University of Virginia

Advanced Google Analytics · Google

Entrepreneurship Fundamentals · SILEX 2.0

LANGUAGES

Spanish · Catalan · English

AREAS OF EXPERTISE

0-to-1 Product & GTM · AI Product Strategy · Team Leadership · Pricing & Business Cases · Growth & Customer Acquisition · Executive Stakeholder Management

TOOLS AND TECHNOLOGIES

AI & automation	Claude, Claude Code, MCP connectors, Grok, Ollama, ComfyUI, Make, Zapier
Analytics & data	Google Analytics, Microsoft Clarity, PostHog, Looker Studio, Power BI, Supermetrics, SQL, Microsoft Excel
Growth & SEO	Google Ads, Meta Ads, Semrush, Ahrefs, HubSpot, VWO
Product & delivery	Jira, Confluence, Notion, Slack, Figma, Vercel, Stripe, Shopify