



Felipe Hernández Villa-Roel

Senior Product Manager

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Website and Portfolio

LinkedIn



I am an experienced **Senior Product Manager** and **UX and Design leader** driven by a passion to impact Tech4Good within the ClimateTech and AgTech sectors. Throughout my career, I have successfully driven a wide range of consumer and enterprise software products, including B2C and B2B SaaS platforms, from initial research and insight development through to final delivery. I specialize in balancing user, business, and technical requirements to ensure digital services work seamlessly for the people who use them. I am also a **startup mentor and consultant** with over 10 years of experience helping companies find product-market fit and drive global growth.

Work Experience

Hexagro | Milan, Italy

Founder & Senior Product Manager | Dec 2016 – Dec 2024

- **Strategic Direction:** Established the digital and engineering department from scratch, overseeing the strategic direction and financial performance of a portfolio of digital products.
- **Digital Ecosystem:** Owned product vision and roadmap for a B2C mobile application and a B2B SaaS analytics platform, supporting onboarding, engagement, and operational decision-making across EU and US customers.
- **Operating Models:** Established product management and ownership operating models to improve team velocity and cross-functional collaboration between hardware and software teams.
- **Exceeding KPIs:** Drove adoption of the B2B SaaS platform to support 4,000+ deployed units, improving operational visibility and customer retention across key enterprise accounts.
- **Fundraising & Revenue:** Led business decisions that secured €1.3M+ in venture funding and generated €500K+ in revenue through B2B2C channels.
- **Leadership:** Mentored and led a multidisciplinary, distributed team of designers, product managers, and software developers across Europe and the Americas.

Raiz Vertical Farms | Remote (Europe)

Fractional Product Manager (Contract) | Jul 2025 – Present

- **Strategic Roadmap:** Partnering with founders and leadership to define the product strategy and commercial roadmap ahead of a major global scale-up.
- **Commercial Readiness:** Defined and prioritized a 12–18 month product roadmap aligned with GTM and fundraising milestones, enabling leadership to progress from pilot to commercial readiness.
- **Investor Alignment:** Aligning the product roadmap with key fundraising milestones and long-term business objectives to ensure investor readiness.
- **Systems Architecture:** Owning high-level decision-making across hardware-software integration and production-readiness trade-offs.

Planet SRL | Remote (Europe)

Fractional Product Manager (Contract) | Nov 2024 – Apr 2025

- **Product Discovery:** Led product discovery and roadmap definition, translating early-stage concepts into validated, production-ready product directions.
- **Market Intelligence:** Developed comprehensive market research and customer discovery frameworks to validate product-market fit and positioning.
- **Strategy Frameworks:** Delivered structured product strategy and prioritization frameworks that reinforced PM discipline beyond founder-led environments.
- **Integration Strategy:** Guided the integration of IoT sensors, digital interfaces, and data-driven services into a unified product concept.



TerraArgus (EIT Food Team Up Program) | Remote (Europe)

Product Strategy Lead | Jun 2025 – Dec 2025

Value Proposition Design: Refined the business model to transition a pure R&D concept into a scalable commercial product, focusing on Hardware-as-a-Service (HaaS) and SaaS potential.

MVP & Prototyping: Defined the business model and value proposition while driving MVP design and early-stage prototyping.

Stakeholder Validation: Conducted rigorous validations with 15+ key industry stakeholders and 3 pilot farms to define an investor-ready roadmap.

Technical Translation: Collaborated with scientific founders to translate complex technical capabilities into clear, market-facing product directions.

Siembra Vertical | Bogotá, Colombia (Remote)

Head of Product & Strategy (Co-founder) | Dec 2020 – Dec 2025

Transitioned to Non-Executive Board Member in Dec 2025

- Product Evolution: Defined the vision and product strategy for three distinct product lines, leading discovery, scoping, and planning phases.
- Data-Driven Success: Launched an IoT-enabled growing system with embedded digital monitoring tools, achieving a 5x increase in yield and 80% water reduction.
- User Journey Mapping: Advanced product lines from concept to TRL 5 through iterative prototyping, defining user journeys across the digital agricultural experience.

Skills & Tools

Product Leadership & Strategy

Product vision & strategy, End-to-end product ownership, Roadmapping & prioritization under constraints, Business model definition (B2B, B2C, B2B2C, HaaS), GTM, SaaS product management, B2B & B2C platforms, Growth Metrics & OKRs, Stakeholder management (engineering, operations, leadership, investors), Metrics definition & outcome-driven decision-making, Go-to-market strategy & launch planning

Product Execution & Delivery

Agile / Lean product development, Discovery & User Research (qualitative & quantitative), Wireframing, Information Architecture, Design Systems, Requirements definition & backlog prioritization, Cross-functional team leadership (remote & distributed teams), Validation, experimentation & iteration, Product lifecycle management,

Product & Collaboration Tools

Jira, ClickUp, Notion, Miro, Figma (product discovery & alignment), SQL, Amplitude, Mixpanel, AI productivity tools (ChatGPT, Gemini), Google Workspace, Microsoft 365

Languages

Spanish (Native),
English (Full Professional),
Italian (Full Professional).

Education

Alta Scuola Politecnica (ASP) | Milan & Turin, Italy

Honor Master's Degree in Management & Innovation | 2013 – 2015

Politecnico di Milano | Milan, Italy

Masters of Science in Design & Engineering | 2013 – 2016

Universidad Veritas | San José, Costa Rica

Bachelor's Degree in Product Design | 2008 – 2010

Awards & Recognitions

Finalist – Biomimicry Global Design Challenge (2015)
Winner – Next Design Innovation (2016)
Winner – Switch to Product Challenge, Polihub (2017, Hexagro)
Winner – Future Agro Challenge (2018, Hexagro)
Finalist – EIT Venture Builder / TeamUp 2025 (2025, TerraArgus)

Volunteering

Mamu | Brussels, Belgium

Startup Advisor | 02/2020 - 08/2020

Thought For Food Org. | Remote

Ambassador in Italy | 06-2019 08-2020