

Santiago Sarceda

Product · Growth · Design | Buenos Aires, Argentina

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PROFILE

Product and growth leader with 25+ years building digital products from 0 to 1 and scaling them across fintech, healthtech, media, and communities. I combine strategy, design, data, and AI with hands-on execution to turn complex ideas into simple products and measurable businesses.

EXPERIENCE

Chief Growth Officer

Raíz - Fintech

2025-Present

- I lead product, brand, and growth for a regulated tokenized real estate investment platform (Grupo ECIPSA). I grew **monthly sales 5x** and reduced **CAC by 90%** by automating lead processing with AI.

Head of Product

Pura Mente - Healthtech

2021-Present

- I scaled the meditation app from **USD 50K to USD 1.2M ARR** and from 1,500 to **40,000+ paid subscribers**, leading product strategy, UX, and roadmap with engineering, design, and content.

Head of Product

Pulso - Healthtech

2024-2025

- I took an AI nutrition app from 0 to 1: identity, user experience, go-to-market, App Stores, monetization with RevenueCat/Superwall, and analytics with Mixpanel, AppsFlyer, and PostHog.

Product Owner & Founder

TuSecreto - Social / Mobile

2005-2021

- I created the pioneering anonymous social network in Spanish: **2M+ registered users** and 1M+ downloads. I designed the product, brand, UX, community, and expansion to iOS/Android apps.

CEO & Co-founder

El Meme - Media / Agency

2013-2018

- With USD 250K in funding, I built a millennial media outlet and viral content agency serving Oreo, 20th Century Fox, Chevrolet, Campari, 7UP, and Quilmes.

Additional experience: Growth, Grupo Atlántida (2021) · Product Developer, Calculistik (2019-2021)

SKILLS

Product and growth: 0→1 strategy, discovery, roadmaps, OKRs, growth loops, funnels, PLG, CRO, and go-to-market.

AI, data, and technology: Agent orchestration and automation · PostHog, Mixpanel, Amplitude, AppsFlyer · JavaScript, React, and React Native.

Design: End-to-end UX/UI, branding, and Figma.

EDUCATION AND LANGUAGES

Education: Graphic Design - FADU, University of Buenos Aires.

Languages: Spanish (native) · English (professional working proficiency).