

Victoria Lozano Esparza, Ph.D.

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Summary

Highly adaptable product manager and researcher with 5+ years of experience working with multi-disciplinary teams in fast-moving agile environments. Passionate about the intersection of psychology, technology, and innovation. Specialized in B2B and B2C SaaS, FinTech, Financial Accounting Automation, and Software Product Development. Recognized for exceptional client-facing skills, strong negotiation, and influencing abilities. Capable of evaluating needs and risks, proposing initiatives, and ensuring project and product success. Fluent in English and Spanish, with advanced communication skills in both languages.

Work Experience

Product Manager in FinTech B2B SaaS

Dec 2022 - July 2023

Gained at Paystand, Scotts Valley, Cal. Main Office in Guadalajara, Mexico.

- Full ownership of the revamp of Paystand's AR Dashboard Experience. Developed and maintained the product roadmap and user stories, delivering crucial Accounts Receivable metrics and proprietary data showcasing Paystand's value to customers.
- Elicited and gathered customer requirements and understood pain points for the Microsoft Dynamics ERP implementation through discovery research, resulting in the development of wireframes and clickable prototypes for 3 new leads.
- Spearheaded the 'Smart Lockbox' research initiative to understand payer behavior and optimize payment digitization strategies, leading to an informed marketing strategy and increased adoption of the Fees & Incentives Module.

User Experience Researcher in FinTech B2B SaaS

June 2022 - Dec 2022

Gained at Paystand, Scotts Valley, Cal. Main Office in Guadalajara, Mexico.

- Conducted discovery research for the new product development, ACH Credit, working closely with Customer Success to understand customer needs and pain points, ensuring the product features were designed to meet those needs and provide maximum value, resulting in 4 beta users.
- Leveraged data-driven insights from qualitative/quantitative research and usability testing of 4 core products of payment processing at Paystand: Checkout, Payer Portal, ACH Credit, and Smart Lockbox, resulting in an enhanced UI & UX.
- Informed the MVP of the DeFi Card Paystand Spend expense management tool through discovery research and UX competitive analysis, contributing to strategic marketing campaigns and business opportunities.
- Advocated for an exceptional user experience, pioneering cross-team collaboration within the company through data sharing practices and documentation to better understand our customer base and latent needs, aligning priorities in the UX roadmap.

R&D Project Manager in Biomedicine and Veterinary

Jul 2020 - June 2022

Gained as co-founder of the start-up Horus Light S.A. de C.V. in Sonora, Mexico.

- Oversaw Research & Development and coordinated a scientific team of 30+ members to create and execute the research protocol for canine training as a screening tool for COVID-19.
- Successfully managed project deliverables and secured research grants with leading national and international institutions, the National Council of Science and Technology (CONACYT), the Merida Unit Research and Advanced Studies Centre (CINVESTAV), resulting in two published articles.
- Demonstrated leadership in business development through B2B interactions, proposal writing, web page design, branding, and stakeholder management. Engaged in conferences and webinars with over 1,000 participants and host of 100+ international participants, expanding the company's reach within the industry for K9 disease bio-detection.

Market Researcher in Biotechnology and Pharmaceuticals

Jan 2020 - Mar 2020

Gained in Kudos Health Research, a specialist market research agency in London, UK.

- Effectively conducted targeted market research on biotechnology and pharmaceutical professionals for a brand awareness study using CATI-based surveys in a team of 500 highly experienced, articulate interviewers operating into over 120 countries. Meticulously screened and selected respondents to ensure data relevancy and alignment with project objectives.

Organizational Psychologist Researcher

Oct 2016 - Sep 2020

Gained in the Department of Global Health and Social Medicine at King's College London in London, UK.

- Led qualitative research investigating bullying and harassment practices in elite track & field, examining their relationship with organizational culture, psychological safety, and the work environment of one of the most important sports organizations in Jalisco, Mexico. Coordinated all project milestones from start to finish and collaborated with research ethics committees, with 1 article currently in the publishing process.

Market Research Analyst in Health Strategy Consulting

Feb 2018 - Apr 2018

Gained in Mansfield Advisors, a leading strategy consulting firm across healthcare, life sciences and veterinary with a focus on corporate strategy and commercial due diligence in London, UK.

- Important team member in collecting primary and secondary data about veterinary insurance practices through direct contact with clients and market research on Nordic and European countries. Strong ability to investigate the state of veterinary insurance practices, effectively engaging in data entry and data cleaning, creating consistent observations on spreadsheets. Assisted in presenting research data to clients, contributing to the firm's 85% high client repeat rate.

Education

Ph.D. in Organisational and Social Psychology from King's College London. London, UK.

MSc in Medical Anthropology from Durham University. Durham, UK.

Certificates and CPD

- Prompt Engineering for ChatGPT, Vanderbilt University.
- Machine Learning for Product Managers, Duke University.
- Fintech: Foundations & Applications of Financial Technology, University of Pennsylvania.
- Project Management PRINCE2 Agile Foundation Certification, AXELOS GLOBAL.
- MBA Essentials Certification CPD, London School of Economics and Politics.
- IELTS Academic Cambridge English Assessment, British Council & IDP - CEFR 1.

Techniques & Skills

Market & User Research	Product Design	Teamwork
Usability Testing	Agile	Stakeholder Management
Competitive Intelligence	Leadership	Analytics
User Journey Mapping	Quality Assurance	Jira / Figma / Miro
Data Analysis & Synthesis	Conflict Resolution	Design Thinking

Affiliations & Hobbies

- Semi-professional tennis player (NCAA, BUCS, WTA & LTA).
- Avid chess player.
- Search & Rescue and K9 detection apprentice.
- Member of the Deep Thought Scientific Society, a non-profit association under Swiss law (Art. 60 ff. ZGB), supporting scientific research on Life and Universe. <https://deep-thought.science>