

STEFANO GOBBI HEREDIA

Antwerp, Belgium (EU citizen) • [linkedin.com/in/stefano-gobbi-heredia](https://www.linkedin.com/in/stefano-gobbi-heredia)

PROFILE

Engineer turned product and growth leader. I build D2C products and the growth engines around them. At AB InBev I run an agency-style product and growth practice for some of Europe's most iconic brands, scaling the campaign portfolio from 4 to 40+ across 13 brands and 8 countries, generating 2.2M+ consumer visits, and owning CRM, QR acquisition and funnel reporting.

Across AB InBev, P&G and a small product agency, I have built functions from zero, won and managed clients end to end, and shipped products with engineers and data scientists through discovery, experimentation and data. Ten years building on automation and AI platforms let me prototype, instrument and scale what I ship. I thrive in fast-paced, early-stage environments where product decisions and commercial impact are tightly linked.

EXPERIENCE

Co-Founder

Stealth AI Startup

Mar 2026 – Present

Antwerp, Belgium

- Building accessibility-intelligence systems so that everyone can experience the world to the fullest.

Digital Consumer Marketing Manager (Product & Growth, D2C)

AB InBev

Apr 2025 – Present

Leuven, Belgium

- Run an in-house, agency-style D2C product and growth practice for AB InBev's European brands: the team delivers the platform and acts as creative partner, both answering brand briefs and pitching concepts to brand teams.
- Part of the team that transitioned the D2C platform from a B2B2C model to a fully B2C product.
- Scaled the portfolio 10x, from 4 campaigns in 2025 to 40+ in 2026 across 13 brands and 8 countries, by standardising intake and productising campaign mechanics (promotions, contests, loyalty and referral triggers) into reusable, configurable building blocks.
- Campaigns generated 2.2M+ consumer visits across 2025–2026. Own the CRM/email and on-pack QR code acquisition channels, and shape paid media, retail and trade-partner activation with brand and commercial teams.
- Act as product manager for the D2C scope: run discovery with brand, trade and technical stakeholders, define requirements and success metrics, then ship, test and iterate daily with engineers and data scientists (A/B testing, hypothesis-driven development).
- Rebuilt D2C reporting and consumer data centralisation into a single source of truth, replacing fragmented tracking with consistent funnel metrics used across markets by remote, distributed teams.

Employee Experience & Data Leading Expert (Automation & AI Lead, HR Operations)

AB InBev

Sep 2023 – Mar 2025

Prague, Czechia

- Founded the Automation Centre of Excellence for the European People function: wrote the business case, secured senior leadership sponsorship and grew it from one person to a team of 5, including an agile squad of 3 developers. Also led 2 master-data specialists covering a 3,000+ employee scope.
- Shipped 10+ initiatives worth ~3 FTE in annualised savings from a 50+ initiative backlog, combining LLMs/GenAI, OCR, ML, Power Automate and Power Apps on Workday and SAP, with testing and rollback to protect fixed monthly payroll cut-offs.
- Placed 3rd of 42 teams at AB InBev's Global Analytics Hackathon as PM alongside two data scientists, building a tool that predicts e-auction outcomes for procurement.

Fast Track Leadership Programme (Global Rotational Talent Programme)

AB InBev

Aug 2022 – Aug 2023

Prague, Czechia

- Selected for AB InBev's competitive global graduate leadership programme: two six-month rotations plus a six-month strategic project.
- Led a cross-functional pilot of a conversational AI bot for IT helpdesk calls before ChatGPT: built the business case, ran vendor selection and the pilot. The solution was implemented and is still in use.
- Built and deployed "MentorMatch", an internal mentoring platform, as back-up team lead and Scrum Master. As transport planner for exports to Mexico, AB InBev's largest market, automated export reporting with Power Query.

HR Information Systems Specialist (Global HRIS & Data)

Ontex

Jun 2021 – Aug 2022

Aalst, Belgium

- Global HRIS administrator and data owner; raised HR data quality by 25% through continuous-improvement routines and a data-quality dashboard adopted globally.

Product Development Engineer

Design Solutions Products (DSP)

Jul 2020 – Jun 2021

Barquisimeto, Venezuela

Early-stage product-design agency of ~5 people, reporting directly to the CEO

- Owned client acquisition end to end: sourced leads, ran first outreach and pitches, then won and managed 3 new clients and their product portfolios.
- Scoped each project, translated client needs into product requirements, then designed (and sometimes coded) the solution: from a gaming PC to a frying pan to CAD software add-ons.

Process Engineering & Digital Trainee

Procter & Gamble

May 2019 – Jun 2020

Barquisimeto, Venezuela

- Co-founded the plant's "Digital Team": automated workflows with Power Automate, trained citizen developers and set governance for what they built.
- Improved warehouse workforce productivity by 35% by cleaning warehouse master data and building a demand-based workload prediction model, used by the distribution centre throughout the pandemic.
- Built internal BI tools that raised IT internal-compliance scores by 40%, and the preventive maintenance masterplan for the warehouse and distribution centre.

Independent Product Designer & Developer

Freelancer.com

Jan 2017 – Jul 2020

Remote

- Three years of freelance product work that funded my move out of Venezuela while studying: CAD design, Power Apps and Power Automate applications, and VBA add-ons for enterprise clients.
- Designed a toy line for a Kickstarter campaign that exceeded its funding goal; co-inventor on two US design patents for medical transport devices.

EDUCATION

Ingeniero Mecánico (Mechanical Engineering), five-year programme, GPA 8.02/9

2015 – 2021

Universidad Nacional Experimental Politécnica "Antonio José de Sucre"

Barquisimeto, Venezuela

- Ranked #1 in the programme every semester; graduated with the highest cumulative GPA of any engineering major in the class (200+ students).
- Dissertation on applied Computational Fluid Dynamics in cardiology, simulating blood flow as a non-invasive alternative to catheterisation. Teaching assistant in Fluid Dynamics and Static Mechanics.

SKILLS & TOOLS

Growth & go-to-market: D2C growth, funnel design and analytics, CRM/email and QR acquisition, promotions, loyalty and referral mechanics, A/B testing, client acquisition and pitching, agency-style brand partnerships

Product management: Discovery and customer research, roadmap and backlog, prioritisation and explicit trade-offs, hypothesis-driven development, pilot design and scale-up, building a function from zero

AI & automation: LLMs and GenAI in real operations, conversational AI, OCR and ML; n8n, Power Automate, Power Apps, Zapier, Make; AI-native day to day (Claude Code, Codex)

Data & technical: SQL, Python, Power BI, Tableau; single-source-of-truth design, funnel and operational reporting, data-quality management

Ways of working: Agile and Scrum, Waterfall, Google Ventures Design Sprint; Azure DevOps, Notion, Miro, Trello, ClickUp; remote-first across countries and functions

Languages: Spanish (native), English (full professional)