

JOSE BREY

SENIOR PRODUCT MANAGER

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SUMMARY

Product leader with a technical background. 7+ years in product roles across fintech and crypto, including 4 years building compliance infrastructure (KYC/AML, payments, regulatory reporting) for a crypto trading platform operating across 15+ European jurisdictions. Before that, cofounded two companies: a technology consultancy (25 people, €1M revenue) and an edtech startup (0 to 1,000 users). Currently building agentic AI workflows on self-hosted infrastructure.

What I bring from that journey is range. I can follow technical discussions and complement them from a product strategic view, evaluating roadmap impact and identifying commercial trade-offs, keeping stakeholders in the loop.

EXPERIENCE

Senior Product Manager

Sep '21 - Oct '25

Atani - Remote

Atani was a crypto trading platform aggregating liquidity from top centralised exchanges, enabling users to access 2,000+ tokens with optimal execution from a single account.

Key achievements:

- Restructured engineering from siloed vertical teams to cross-functional squads, giving each team clear ownership from discovery through delivery
- Led implementation of the KYC/AML infrastructure: automated risk profiling, document verification (Entrust), transaction screening (Chainalysis), and regulatory reporting across multiple jurisdictions
- Built back-office tooling for the compliance team to handle edge cases: data mismatches, false positive reviews, suspicious activity triaging, and proof-of-funds documentation
- Delivered annual regulatory reporting for Spanish financial intelligence requirements (SEPBLAC), gaining first-hand experience with EU compliance frameworks
- Led payment infrastructure integration with BBVA, connecting banking rails to the trading platform under multi-jurisdictional KYC requirements
- Designed multi-venue order execution systems that analysed real-time liquidity data, optimising routing under venue-specific constraints and rate limits

Senior Product Manager

Oct '19 - Aug '21

Nucoro (now Backbase) - Madrid (Spain)

Nucoro provides cloud APIs for building financial products (savings, investing, wealth management), helping institutions bring new offerings to market faster.

Key achievements:

- Contributed to quarterly platform roadmap as part of the management team, balancing client delivery with longer-term platform bets
- Led integration of Saxo Bank's brokerage and custodianship capabilities, coordinating work across engineering, partnerships, and compliance
- Directed development of the company's first back-office tool for internal operations and client support
- Led middleware development for HeyTrade, a stock-trading app backed by the Beka Finance group
- Managed delivery of a wealth management solution for the Edmond de Rothschild group, tailored for pension fund owners

Co-founder & Head of Product

Sep '16 - Sep '19

Arivanza - Madrid (Spain)

Arivanza provided mobile-first employee training through micro-lessons and cards, designed for casual, on-the-go consumption.

Key achievements:

- Conducted market research to position the product, define branding, and establish initial pricing in the edtech space
- Built relationships with HR decision-makers at mid and top-tier companies, and with the Madrid Regional Department for Education, validating propositions and engaging them as design partners
- Secured €500,000 in public funding from Spanish and European innovation grants
- Led the product from concept to MVP in 8 months; onboarded the first 1,000 users within the following 4 months in collaboration with the Madrid Regional Department for Education

Co-founder & Managing Director

Oct '09 - Jun '16

LinkedTeams - Madrid (Spain)

LinkedTeams was a bespoke consultancy specialising in custom web and mobile applications for enterprises.

Key achievements:

- Built the business from scratch, growing revenue from €0 to €1M in 4 years and the team from 2 to 25 people
- Established sales and business analysis functions, defining initial workflows and KPIs for key business operations
- Managed distributed teams across Spain, India, and the US

Systems Designer / Senior Front-end Developer

Apr '00 - Jul '09

Network Rail, BUPA, BuildOnline and others - London (UK), Madrid (Spain), Bangalore (India)

Technical career spanning full-stack development, front-end engineering, and systems design across enterprise organisations in three countries. For details, see [LinkedIn profile](#).

EDUCATION

Degree	Institution	Year
MS in Computer Science	Universidad Pontificia de Salamanca	1992 - 1998
Ethereum Developer Program	ConsenSys	2019

SKILLS

- **Technical Depth:** Deep understanding of architectural patterns, data modelling, and interface design. Comfortable in technical discussions about system design, API contracts, and integration trade-offs. Can query and analyse data, build prototypes and evaluate technical proposals.
- **AI & Agentic Systems:** Building end-to-end product development workflows on self-hosted infrastructure – persistent memory, tool orchestration, autonomous task execution. Daily user of LLMs for research, specification, data analysis, and prototyping. Practical understanding of the capabilities, limitations and economics of current models.
- **Regulated Industries:** Hands-on experience with KYC/AML, financial reporting, and compliance frameworks in European jurisdictions
- **Financial Systems:** Brokerage integration (Saxo), payment gateways (BBVA), trading infrastructure, order routing, custody solutions, white-label platform architecture.

- **Product Tooling:** Amplitude, Jira, Linear, Notion, Confluence; custom analytics with Python
- **Languages:** Native Spanish, fluent English

CORE COMPETENCIES

Product Strategy & Roadmapping · Cross-functional Team Leadership · 0-to-1 Product Development · Regulatory Compliance & Risk Management · B2B Platform & API Design · Stakeholder Management · Data-driven Decision Making

PERSONAL INTERESTS

- Pursuing studies to become a Higher Technician in Nutrition
- Chess enthusiast