

Sergio Lozano Alvarez

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PROFESSIONAL STATEMENT

T-shaped product marketer with a passion for turning complex products into clear messaging and flair for project management. With 10+ years of experience in B2B marketing, product marketing, and CX across fintech and cybersecurity, I combine hands-on work with a strategic mindset. Experienced in leadership and cross-functional initiatives, I lead by example and embed my commitment to high standards and customer centricity into my work.

EXPERIENCE

Product Marketing Manager

Logpoint A/S | Copenhagen, DK

Jan 2023 – Apr 2025

I led the go-to-market strategy for multiple cybersecurity products, managed 10+ product launches, including the launch of Logpoint's new pricing and packaging. I collaborated across teams to define product positioning and adapt messaging for technical and non-technical audiences across verticals. I also developed sales enablement materials, hosted 15 webinars, and performed market and competitive research to increase sales and leads.

CX Manager

SumUp MG ApS | Copenhagen, DK

Sep 2021 – Nov 2022

I led the CX squad and established a customer-centric culture at SumUp Invoices to drive improvements in product and marketing and reduce churn by leveraging customer research. I defined and implemented CX strategies, such as first-ever customer journey maps in SumUp, customer feedback loop programs, NPS, CSAT, and CES.

Regional Marketing Manager - Team Lead: (Country Manager UK, ES, DK, IT)

SumUp MG ApS | Copenhagen, DK

Sep 2018 – Aug 2021

I led the marketing strategy for invoicing and accounting solutions in four regions and drove regional product marketing and demand generation efforts. I led the launch of SumUp Invoices across different markets and managed a team of 8 marketing professionals, whom I helped grow in their careers.

Digital Content Specialist

SumUp MG ApS | Copenhagen, DK

Sep 2016 – Aug 2018

Through engaging written and visual content, I facilitated organic growth and enabled the go-to-market strategies for the launch of new features and products and, ultimately, the announcement of SumUp's acquisition of Debitoor.

Marketing Assistant

Visma E-Conomic A/S | Copenhagen, DK

Sep 2014 – Aug 2016

I contributed to various marketing activities, including content creation, social media management, online marketing, product marketing, graphic design, video editing, and customer support and sales.

EDUCATION

MA in International Business Communication (Multicultural Communication in Organisations)

Copenhagen Business School | Copenhagen, DK

Jun 2016

COMPETENCES

B2B Marketing:

10+ years of B2B marketing experience in tech (fintech and cybersecurity). Skilled in product-led growth, lead generation, account-based, and omnichannel marketing, using tools such as Salesforce, Mailchimp, and Intercom.

Project management:

Experienced in agile project management, using sprints and iterative development to support product launches, pipeline acceleration, and go-to-market campaigns. Skilled at aligning diverse stakeholder needs through strong collaboration with global, cross-functional teams. Proficient with Microsoft Planner, Jira, and Asana.

Strategic thinking:

Record of success in developing and executing strategic marketing plans with data-driven approaches. By collecting and using quantitative and qualitative data, I map the process and establish a recommended course of action, but I remain ready to adapt the strategy with new insights using tools such as Mixpanel, Hotjar and Salesforce.

Product marketing and GTM strategy:

Hands-on experience developing product positioning and value propositions using product insights, competitive analysis, and analyst input. I translate complex technical features into clear, benefit-first messaging for diverse user and buyer personas, driving go-to-market strategies for fintech and cybersecurity products through compelling content and cross-functional enablement, including internal communications and knowledge sharing.

Leadership skills:

Proven track record as a direct manager for 8 marketers across geographies, helping them in their development. I also employed my leadership skills in product marketing and CX to align stakeholders towards the same goal.

LANGUAGES

English:

Full professional proficiency

Spanish:

Native speaker

Danish:

Professional working proficiency

German:

Elementary proficiency

French:

Elementary proficiency

OTHER DATA OF INTEREST

Freelance consultant at slozano.com: Marketing, CX, and strategy

Dec 2018 – Nov 2022

Guest lecturer at IT University of Copenhagen: Course IT, Globalisation and Culture

2019, 2020 and 2021

Volunteering at NGO *Fundación Salvador Soler*: Brand marketing and design

Feb 2018 – Aug 2021

Denmark Representative of SumUp Pride Club: SumUp's community for LGBTQ+ inclusion

Apr 2020 – Nov 2022