

Sergio Lozano Alvarez

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PROFESSIONAL STATEMENT

T-shaped product marketer with over a decade of experience driving go-to-market strategy, positioning, and product adoption across fintech and cybersecurity. I specialise in simplifying complex technologies into narratives that drive usage, retention, and growth. Skilled in translating user needs into product and marketing strategies, I bring a strong mix of storytelling, lifecycle marketing, and data-driven decision-making. My experience spans global product launches, CX leadership, and scaling products from zero to adoption across diverse markets.

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.

Product 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.

COMPETENCES

Product marketing and positioning:

10+ years of marketing experience in tech (fintech and cybersecurity). Hands-on experience developing product positioning and value propositions using product insights, competitive analysis, and market trends. Skilled in

translating complex technical features into clear, benefit-driven messaging for diverse user and buyer personas to drive adoption and enable sales success with narratives that resonate across global audiences.

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.

User insights for lifecycle and funnel optimisation:

Record of success in developing and executing strategic marketing plans with data-driven approaches. Built customer journeys, feedback loops, and lifecycle campaigns to improve onboarding, activation, and retention. Led qualitative and quantitative research to inform and influence product design, messaging, and growth tactics.

GTM strategy and growth enablement:

Led GTM strategies in fintech and cybersecurity, driving end-to-end launches from 0 to 1 and 1 to N, with ownership of GTM strategies, pricing, packaging, and growth activation. Delivered enablement assets like pitch decks, templates, playbooks, and battlecards mapped to the customer journey. Drove launch cycles through agile project management and cross-functional alignment.

Leadership skills:

Proven track record as a direct manager for 8 marketers across geographies and cross-functional squads, aligning stakeholders from product, marketing, sales, and design.

LANGUAGES

English:

Full professional proficiency

Spanish:

Native speaker

Danish:

Professional working proficiency

German:

Elementary proficiency

French:

Elementary proficiency

EDUCATION

MA in International Business Communication (Multicultural Communication in Organisations)

Copenhagen Business School | Copenhagen, DK

Jun 2016

BA in Journalism

Complutense University of Madrid | Madrid, ES

Jun 2013

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