

Ivan Meduri

Product Leader · AI & Agentic Products · Healthcare & B2B2C SaaS

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PROFILE

Product leader with 9+ years in B2B SaaS and healthcare tech, specialized in AI products and building product organizations. Built Crisalix's product org from 0 to 8, led its largest-ever initiative — the new Full Body Simulator (ARR +15–20%) — and owned AI strategy with the CEO: from Alix, the industry's first AI agent for surgeons, to AlixCRM, a multi-agent platform.

PROFESSIONAL EXPERIENCE

Product Director

Jul 2023 – Jul 2026

Crisalix — B2B2C healthtech, 3D & AI aesthetic simulation

Barcelona, Spain

Leadership & organization

- **Built the product organization from scratch (0 to 8):** hired and managed 4 PMs plus design, technical writing, and product support; created and implemented the **product development culture** — empowered teams, dual-track discovery, standardized roadmaps.
- **Led the creation of the new Crisalix Full Body Simulator**, replatforming the core product from Unity to Three.js across three teams (deep learning, 3D, web); phased migration cut **onboarding from 90 to 30 days**; upgrade-priced renewals grew **ARR 15–20%** over two years — a key asset in the company's PE investment.

AI & agents

- **Directly PM'd and shipped Alix, the first AI agent in the aesthetics industry (2023):** voice-operated 3D procedure simulation during live consultations (multilingual); adopted by **~20% of 2,000+ clinics**.
- **Built AlixCRM**, a multi-agent AI platform for sales, customer success, and marketing — orchestrator and specialist agents on a RAG knowledge engine; authored the system prompts and release-gating evals; improved sales efficiency **~30%**, measured by lead response time.
- Oversaw the launch of **patient-facing AI agents** on web, WhatsApp, and Instagram — customized per clinic, qualifying prospects and auto-creating CRM leads.
- **Implemented and evangelized AI at scale across the entire company:** set up Claude Cowork, Figma Make, Bolt, and Jira automations to improve efficiency — including AI ticket triage and automated backlog scoring.

Product Manager

May 2021 – Jul 2023

Crisalix — B2B2C healthtech, 3D & AI aesthetic simulation

Barcelona, Spain

- **Drove the Galderma partnership and the zero-to-one development of FACE by Galderma**, an AR injectables app (dedicated team of 6): discovery and go-to-market in **12 major markets**; took the app through **MLR (Medical, Legal, Regulatory) reviews**; live in **~10,000 clinics**, anchoring **~25% of company revenue**.
- Evolved the platform from B2B tool to embedded patient CRM to **B2C patient app** (at-home self-simulation, education, specialist booking) — a demand-generation flywheel for partner clinics.
- **Ran the Allergan (Natrelle breast implants) consumer funnel:** ~10k visits, ~300 signups, **~250 billed 3D simulations/month** (95% acceptance, **~5% of company revenue**); renewed 6+ years.

Product Manager

Jan 2018 – May 2021

RealPage, Inc. (Kigo) — B2B SaaS, vacation rental tech

Barcelona, Spain & US

- Led product strategy for Kigo (**\$12M+ ARR**), with engineering and design teams in Barcelona and the US.
- Managed the full product line — API-heavy integrations including an OTA channel manager (Booking.com, Airbnb, VRBO, Expedia), the GuestXP guest app, and OwnerXP accounting.
- Drove the integration between Kigo and **Buildium** property management software.
- Ran large data and customer migrations from **Kigo Legacy to Kigo 2.0** (now part of GUESTY).

Junior Product Manager

Jan 2017 – Jan 2018

RealPage, Inc. (Kigo) — B2B SaaS, vacation rental tech

Barcelona, Spain

- Drove discovery activities across several product lines, including the **Kigo Channel Manager**; built advanced features for the **Kigo Operations Management** tool.

EARLIER EXPERIENCE

- **Senior Key Account Manager, Kigo / RealPage** (2014–2016) — managed a €300K+ ACV strategic-customer portfolio; QBRs, retention, upsell.
- **Founder & PropTech Consultant, Realstays Ltd** (2017–2021, part-time) — advised property managers and proptech providers on market expansion and product optimization.
- **Co-Founder, HandsUp** (2015–2016) — launched a wearable-payments startup; built go-to-market, partnerships, and 20+ person promoter teams.
- Earlier: Team Leader & Account Manager, Localnomad (2013–2014) · Graduate Program, Kuehne + Nagel (2012) · Activity Leader, Concorde International, UK (2009–2012).

SKILLS

- **AI & automation:** multi-agent architecture and orchestration, system-prompt design, RAG content strategy, evals (golden datasets, LLM-as-judge, regression gates), guardrails · n8n, Claude Cowork, OpenAI, Azure, Pinecone · AI prototyping (bolt.new, Lovable, Replit)
- **Healthtech & compliance:** regulated markets (medical claims, legal and medical affairs per market, GDPR), pharma partnerships (Galderma, Allergan), clinical workflows, B2B2C patient journeys
- **Leadership & organization:** hiring and coaching PMs, product operating systems (empowered teams, dual-track discovery), multi-team dependency programs, CEO/CTO strategy partnership
- **Product craft & tools:** AI product strategy, product discovery, go-to-market, data analysis, API integrations, Agile/Scrum, UX research · Jira, Linear, Aha!, Figma, Miro, Google Analytics, Hotjar, Microsoft Clarity

EDUCATION

- **Bachelor of Business Management** — Università di Pisa, Italy (2008–2012)
- **BBA Exchange Programme** — Durham University, UK (2010–2012)

CERTIFICATIONS

- IBM Data Science Professional Certificate · Software Product Management Specialization (University of Alberta) · Agile with Atlassian Jira

LANGUAGES

Italian (native) · English (near-native, C2) · Spanish (professional fluency)