

JUAN CARLOS CASTILLO

Lead Project Manager | Enterprise SaaS Implementations - EMEA

EXECUTIVE SUMMARY

SaaS delivery professional with 15+ years leading enterprise platform deployments across EMEA for Tier-1 clients including PepsiCo, Arsenal FC, and Hiscox. Trusted to build delivery functions from scratch, shape PMO governance, and turn around underperforming programs — reducing implementation timelines by 43%, cutting cost overrun from 150% to 105%, and increasing client satisfaction by up to 50%.

PROFESSIONAL EXPERIENCE

Lead Project Manager, EMEA | SaaS Implementation

Cheetah Digital by Marigold · Madrid · Jan 2022 - Feb 2026

Promoted to Lead PM within the EMEA Delivery organisation, owning high-risk enterprise SaaS implementations and shaping the Global PMO through standardised governance frameworks and delivery procedures.

Acted as Program Manager for PepsiCo, Smartbox Trade, Hiscox, Arsenal FC, Aviva Ireland, The White Company, Reach PLC, and Kraft Heinz — coordinating cross-regional workstreams, executive stakeholders, and delivery teams.

- Improved client satisfaction by 35% (PepsiCo) and 50% (Smartbox Trade) through delivery stabilisation
- Reduced cost overrun by 40% and FoC timeline by 75% through process optimisation
- Defined PMO governance standards adopted globally; managed risk, scope, and financials across concurrent programs
- Mentored PMs and led continuous improvement initiatives across EMEA

Senior Project Manager, EMEA | SaaS Implementation

Cheetah Digital by Marigold · Madrid · Jul 2019 - Jan 2022

Promoted to a regional delivery role leading end-to-end enterprise SaaS implementations across EMEA, serving as primary client-facing authority and coordinating cross-functional teams across technical, product, and client stakeholders.

Delivered implementations for Tiger Brands (South Africa), Trade Inn, Riu Hotels, MetLife Spain & Portugal, Idealista, Leroy Merlin, and Thomas Sanderson.

- Managed full project lifecycle from discovery and solution design through deployment and post go-live stabilisation
- Owned client relationships, risk, scope, and timelines across multiple time zones and business units
- Facilitated requirements workshops translating business needs into platform configuration and delivery plans
- Partnered with Solution Architects, Technical, and Customer Success teams to drive adoption and operational readiness
- Reported project status, financial health, and risk to senior leadership and client sponsors

Senior Manager, Client Onboarding & Implementation

Cheetah Digital by Marigold · Madrid · Sep 2016 - Jul 2019

Built the entire client onboarding function in Spain from scratch, leading a team of Solution and Technical Architects and establishing the processes, KPIs, and templates that defined a scalable implementation practice.

Delivered implementations for Prensa Ibérica, Riu Hotels, Real Madrid, and Emailing Networks.

- Reduced implementation cost overrun from 150% to 105% and average delivery time from 7 to 4 months
- Designed end-to-end onboarding workflows, reporting frameworks, and performance KPIs adopted across the team
- Directed and mentored Solution and Technical Architects, aligning client requirements with platform capabilities

Technical Project Manager

Experian Marketing Services · Madrid · Dec 2013 - Sep 2016

Led SaaS Cross-Channel Marketing Platform and Data Integration implementations for Unidad Editorial, Leroy Merlin, Idealista, AON, Cortefiel, and Grupo Inditex, coordinating Data Engineers, Solution Architects, and Technical Architects across all workstreams.

- Managed Single Customer View builds, data cleaning, enrichment, budgets, and delivery timelines
- Reduced operational task execution time by 25% and automated reporting, cutting generation time by 50%
- Supported pre-sales with technical expertise for new opportunities

Technical Account Executive

Experian Marketing Services · Madrid · Aug 2011 - Dec 2013

Managed 50+ client accounts across finance, retail, and telco — designing, implementing, and optimising Email Marketing and Cross-Channel campaigns with measurable business impact.

- Developed tailored strategies, delivered client workshops, and optimised HTML templates ensuring best practice compliance
- Supported pre-sales for Vodafone, Banco Santander, Decathlon, and Estée Lauder

AWARDS & RECOGNITIONS

- Cheetah Digital Excellence Award, 2018 — EMEA-wide recognition for outstanding client delivery
- The Individual Marketing Forward Award, 2016 — EMEA-wide recognition for outstanding client delivery
- The Individual Marketing Forward Award, 2013 — recognised as top performer across the Spain organisation

CONTACT

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CORE COMPETENCIES

Delivery & Programme Management

Complex Delivery Management
Multi-Project & Programme Coordination
Agile & Waterfall
Cross-Regional EMEA Delivery

Stakeholder & Commercial

Executive Stakeholder Management
Financial & Commercial Oversight
Risk Mitigation & Escalation
Pre-Sales Support

Solution Architecture & Technical

SaaS Platform Architecture
Requirements Translation & Solution Design
Data Integration & Single Customer View
Cross-Channel Marketing Platforms

PMO & Governance

PMO Framework Design
Delivery Governance
KPI & Reporting Frameworks
Onboarding Function Build

EDUCATION & CERTIFICATIONS

Google Project Management Certificate

Google Certification · Dec 2025 - Feb 2026

Agile Project Management

Google Certification · Jan 2023 - Mar 2023

PMI PMBOK® Aligned Training (40h)

Netmind, Madrid · Aug-Sep 2024

HND, Computer Science

Universidad SEK-Newcastle · 2006-2010

Associate Degree, Electrical Technology

Instituto la Merced · 2003-2005

LANGUAGES

Spanish — Native
English — Professional Working Proficiency (C1)
Primary working language across EMEA client engagements