

Juliana Chiarella

AI-native GTM and operations leader. I build the AI systems that grow and run a business.

Barcelona, Spain. Open to remote in Spain or hybrid in Barcelona.

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PROFILE

I combine 14 years of growth, marketing and go-to-market leadership with hands-on AI building. As COO of Taclia, an AI-first operating system for small and mid-size businesses backed by €9.2M from Cusp Capital and Stage 2 Capital, I led product, engineering, operations, customer success and GTM, and built the systems myself with Claude Code and Cursor.

My work sits where process, data and AI meet: I read how a team works, decide where AI creates value and where it does not, ship the agent or automation, and measure adoption, cost and impact. 2,300+ commits in three months on a React, TypeScript and Supabase platform. Previously CMO and Head of Growth at B2B SaaS scale-ups, with teams in Spain, Brazil and Latin America. Native Spanish and Portuguese, fluent English.

SELECTED AI, GROWTH AND OPERATIONS WORK (2026)

- **Growth systems and attribution.** Built server-side Google Ads conversions through the Data Manager API, Consent Mode v2 for GA4, and signup-to-paid attribution. Ran an A/B/C landing test with its own dashboard and cut mobile LCP from 4.0 s to 1.5 s.
- **Activation and lifecycle.** Redesigned onboarding end to end: a usage-based trial, tool-specific entry points, lifecycle emails and an internal funnel dashboard covering signups, trials and AI failures.
- **Internal AI operating model.** Designed the workflow that lets a small team ship about 15 changes a day with parallel AI agents: one workspace per agent, commit guards, and drift checks across 190+ serverless functions and 1,400+ database migrations.
- **AI quality, reliability and cost.** Evaluation harness for the AI copilot, monthly model monitoring, automatic fallback to a second provider, spend alerts at 80% of budget and credit-based usage limits.
- **AI agents in production.** Voice agents on ElevenLabs and Twilio that summarize every call and update the CRM. WhatsApp and email agents with business hours and human handoff. A tool-calling copilot across CRM, invoicing, inbox and stock that respects each user's permissions.
- **Customer deployments.** Migrated and configured mid-size customers end to end: a parking operator with SEPA remittances and prorated annual plans, an industrial supplier, a restaurant group and a multi-site services company.

EXPERIENCE

Taclia, Barcelona. AI-first operating system for SMBs

Apr 2023 – Oct 2026

COO · Jan 2026 – Oct 2026

- Owned operations, product, customer success and go-to-market.
- Led the 7-person product and engineering team from Nov 2025 to Feb 2026, setting priorities and quality standards for testing and releases.
- Led the move to an AI-native build model, where two people ship about 15 changes a day with AI coding agents.

CMO · Apr 2024 – Dec 2025

- Led the growth marketing, product marketing, content, brand and customer support teams.
- Set the product-led growth strategy and owned acquisition, conversion, MRR and ARR targets.

Head of Marketing · Apr 2023 – Apr 2024

- Built the marketing function from scratch.

Kubbo, Barcelona. E-commerce fulfillment

Jul 2022 – Apr 2023

Head of Growth

- Owned go-to-market: ICP, inbound, SEO, paid, CRM and retention.
- Led the full rebrand and a team of three plus agencies.

Freightol, Barcelona. SaaS for freight forwarders

May 2021 – Jul 2022

Marketing Director

- Launched the company's new SaaS product for an undigitized sector.
- Designed the sales funnel, lead generation and user onboarding, and worked with product on usability.

Grupo LX, São Paulo. Sports content agency

Dec 2019 – Jul 2021

Marketing & New Business Manager

- Led five direct reports and accounts including ESPN, DAZN, Turner and LaLiga.
- Owned BRAVO!, a reality series with LaLiga that reached 1M YouTube views in three months with zero media spend.

TheFork, a Tripadvisor company, Buenos Aires

Jun 2019 – Dec 2019

Senior Marketing Strategist LatAm

- Ran the Restorando to TheFork rebrand across six countries, including the B2B and B2C CRM migration from Kahuna to Adobe.

Restorando, São Paulo

Aug 2017 – Jun 2019

Marketing & Sales Coordinator

- Led marketing and sales with four reports. Managed partnerships with Visa, Santander, Google Maps and Airbnb. Grew organic diners by 6 points.

Editora Abril, São Paulo

Apr 2013 – Aug 2017

Marketing roles

- Direct marketing, CRM and subscriber loyalty for Brazil's largest magazine publisher. Gold at the Abemad Awards 2014.

SKILLS

GTM and growth: product-led growth, acquisition across SEO, paid and inbound, lifecycle and CRM, pricing and monetization, experimentation, funnel and attribution analysis.

Operations and leadership: process design, build-versus-buy decisions, vendor selection, change management and adoption, KPI setting, cross-functional and team leadership, executive communication.

AI: LLM agents and tool calling, evaluation design, model selection, fallback and cost control across Anthropic and OpenAI, voice agents with ElevenLabs and Twilio, WhatsApp Business API.

Building and data: Claude Code, Cursor, React, TypeScript, Supabase with Postgres and edge functions, SQL, GA4, Google Tag Manager, Google Ads API, HubSpot, Stripe, GitHub.

EDUCATION AND LANGUAGES

- La Salle Barcelona: Business Innovation, 2020 – 2021.
- ComSchool: E-commerce and Digital Marketing Management, 2017.
- ProductLed: Product-Led Growth certification, 2023.
- ESPM, São Paulo: Bachelor's in Social Communication, Advertising and Marketing, 2010 – 2014.
- **Languages:** Spanish native, Portuguese native, English full professional.