BIO · 2026

# Carlos Beneyto

## AI Product & Technology Executive

Product Strategy | AI-native Development | Agent Orchestration | UI/UX | SaaS | Growth | Startups

Carlos Beneyto



MY STORY

# Never stopped building.

It started in 2013 on a **TEDx stage in Gijón**, with a startup and more nerve than money. A year later BetRocket was inside the **Plug&Play accelerator** and had been named **Best Startup 2014**. That's where I learned the first rule: the market doesn't care how good your idea sounds — only what you ship.

Since then I've lived product from every side: founder, Head of Product & Tech, Senior PM at a **fintech unicorn**, and VP of Product & Technology at Edify through its **acquisition by idealista**. Along the way I built a team that has shipped **140+ digital products** for startups and scale-ups — from first MVPs to IPO stories.

Today, as **CPTO of The Power Plugin**, I lead product and technology with the same conviction I had on that stage: great products aren't built in meetings. They're built by people who own the decision — and, now, **orchestrate AI agents to ship it.**

CURRENTLY

**CPTO @ The Power Plugin**

May 2026 — Present

BASED

**Valencia, Spain**

Working globally, remote-first

LANGUAGES

**Spanish · Catalan · English**

Elementary Portuguese

COMMUNITY

**8K followers on LinkedIn**

31 professional recommendations

BY THE NUMBERS

# Thirteen years of shipping, in six numbers.

**13+**

Years building and leading digital products

**140+**

Digital products shipped for startups and scale-ups

**100+**

Companies I've partnered with, from seed to IPO

**1,100M+**

Users on products I've helped design

**€150M+**

Investment raised by the products I've worked on

**4**

Exits among the companies I've built products with

JOURNEY

# From founder to CPTO.

2013 — PRESENT

**2013** — Speaker · TEDxGijón
European finalist & mentor, StartupBus Europe

**2014** — Co-founder · BetRocket
Plug&Play Accelerator · Best Startup 2014 · Lanzadera IV

**2016** — Co-founder & Product · Startupxplore
Connecting startups with investors and partners

**2018** — Mentor, UX & Product · UXER School
UX, UI and product design immersive programme

**2019** — Head of Product & Tech · Passporter
First open passport database · €1.5M+ raised

**2020** — Sr. Product Manager · Creditas
Unicorn · Lecturer in Digital Product at EDEM

**2021** — VP Product & Technology · Edify
PropTech SaaS · acquired by idealista in 2023

**2023** — Product · Inmovilla (idealista)
One of Spain's leading real estate CRMs

**2023** — Advisor & Investor · The Power Plugin
From idea to $1M in revenue in ten months

**2026** — CPTO · The Power Plugin
Leading product and technology

# Building the infrastructure behind extraordinary loyalty.

Software, rewards and fulfillment in one platform: branded reward stores, rules, minigames and an API — with the gifts sourced, shipped and supported for every customer.

**$1M**
Revenue in 10 months

**100K+**
Rewards in the catalog

**50+**
Countries with delivery

> “...every week something shipped to production, not to Figma.”
>
> Giovanni Falzone · CEO, The Power Plugin

HOW I WORK

# Own the decision. Ship the product.

01

## Decisions over meetings

Meetings don't build products. Decisions do. Clear owners, short loops and the courage to commit.

02

## Owners over squads

AI is blurring Product, Design and Engineering. Fewer people with more ownership beat more specialists in the process.

03

## The x10 PM

The PM who only manages backlog is fading. The new one prototypes, validates and ships — amplified by AI.

04

## MAP, not MVP

Minimum Awesome Product. The bar for "viable" has moved; the first version has to be one people love.

SELECTED RESULTS

# Outcomes, not deliverables.

PRODUCTS I'VE LED, DESIGNED OR ADVISED

### The Power Plugin

**$1M**

Revenue in 10 months

Loyalty infrastructure built from scratch

### Swipcar

**+19.4%**

Conversion rate

Car leasing · acquired by Cazoo for €30M

### Inmovilla

**+30%**

Retention in 3 months

CRM redesign · acquired by idealista

### Capboard

**+120%**

Onboarding improvement

Equity & cap table management

### Ainovis

**−70%**

Reporting time

Clinical AI for radiology

### Fourvenues

**€50M+**

Funding raised

Nightlife venue management platform

### Reental

**$100M+**

Tokenized real estate investment

Real estate tokenization from €100

### Hannun

**€60M+**

IPO valuation

Investor narrative for the IPO

# Two products, two exits.

## Swipcar

MARKETPLACE · AUTOMOTIVE

**CHALLENGE**

Car leasing was growing +80% with no dominant platform, and the process was long and tedious for digital buyers.

**APPROACH**

One goal: **“Rent your car for 12 months in 10 clicks.”** Six steps collapsed into one streamlined flow for digital natives.

**EXIT**

Acquired by **Cazoo** in November 2021 for **€30M**, in cash and shares. View more ↗

| +19.4% | 10× | €30M |
|---|---|---|
| Conversion rate | Rentals per month | Acquisition by Cazoo |

## Inmovilla

SAAS · REAL ESTATE

**CHALLENGE**

A CRM untouched for 10+ years: 100+ views, no component system and an experience that had grown complex.

**APPROACH**

A design system, strategic product planning and a CRM where **every key transaction is ~10 clicks away.**

**EXIT**

Acquired by **idealista** in 2022. Amount not disclosed. View more ↗

| +30% | 10K+ | 180+ |
|---|---|---|
| Retention in 3 months | Agencies using it | Portals connected |

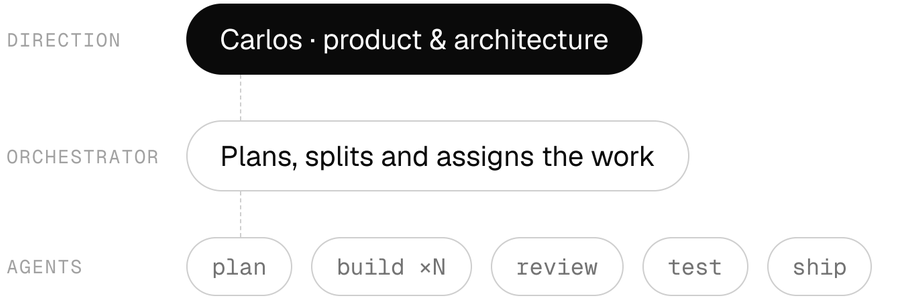
# From writing code to orchestrating agents.

## 5M lines

of code shipped with AI in 2026 — products in production, not demos.

BUILT WITH

- Claude
- OpenAI
- Gemini
- Grok
- Mistral
- DeepSeek




I run fleets of AI agents in parallel: they plan, build, review and test across workstreams while I set direction, judge the output and own what ships.

“If you have any doubts about working with Carlos and his team, set them aside immediately — he is a clear win.”



Jorge Valverde Castro · CEO, Inmovilla

“They didn't just design our product — they helped us rethink it in a completely different way.”



Pol Gomá · CEO, Capboard

“The quality of work and delivery speed were key to our growth. They understood our vision from day one.”



Julio Ribes · CEO, Swipcar

RECOGNITION & IDEAS

# On stage, in class and in writing.

## RECOGNITION & TEACHING

| | |
|---|---|
| 2013 | **Speaker at TEDxGijón** |
| 2013 | **European finalist & mentor**<br>StartupBus Europe |
| 2014 | **Plug&Play Accelerator Spain**<br>ExpoDay winners in front of 50+ investors |
| 2014 | **Best Startup 2014**<br>PremiosWeb, Las Provincias |
| 2020 | **Lecturer, Digital Product**<br>EDEM Business School |

## SELECTED WRITING · MEDIUM

| | |
|---|---|
| 2026 | Squads are dying. Long live owners. → |
| 2026 | The Product Manager is dead. Welcome to the x10 PM. → |
| 2025 | Meetings don't build products. Decisions do. → |
| 2025 | Forget courses, win with hackathons → |
| 2017 | The MVP is dead, long live the MAP<br>10K+ reads · published in The Startup → |



# Let's build what's next.

*Carlos Beneyto*

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