DIEGO BORREGUERO

Commercial & Growth Leader · GTM, Marketing & Market Expansion

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Commercial and growth leader with 10+ years driving market share, revenue and profitable growth at high-scale consumer tech companies. Co-owner of a country P&L, directing an eight-figure marketing budget and end-to-end GTM across growth, product, brand, performance marketing, CRM and partnerships. Reports business performance to the CEO and executive team. Hands-on with AI tools and actively building AI-powered automation into growth workflows.

SIGNATURE WINS

Market Leadership	Grew Trainline Spain from 10% to 15% segment share and brand awareness from 8% to 31%, establishing it as the market leader in online rail distribution.
P&L & Commercial Leadership	Co-own the Spain P&L (revenue, marketing cost, profitability) and took on part of the Country Manager remit: annual strategy and planning, weekly business reviews and C-suite reporting.
Product-Led Growth	Launched Cercanías (commuter rail) in Spain, a cross-functional product initiative that generated +4 percentage points of incremental growth within one year.
International Expansion	Built Lime's global new user acquisition function from the ground up across 30+ markets, with co-marketing partnerships including T-Mobile, PayPal, Mastercard and Klarna.

CORE COMPETENCIES

Growth & GTM	Commercial Leadership	Technical
▸ Growth Strategy & Market Expansion ▸ Go To Market Strategy & Execution ▸ Performance Marketing & CRM ▸ Brand & Product Marketing	▸ P&L & Budget Management ▸ C-Suite Stakeholder Management ▸ Cross-functional Team Leadership ▸ Partnerships & Media Communications	▸ Growth: PPC, SEO & GEO, ASO ▸ CRM & Lifecycle: Braze, Branch ▸ Analytics: SQL, Amplitude, Tableau ▸ AI: OpenAI, Claude, Base44, AI Agents

PROFESSIONAL EXPERIENCE

Head of GTM, Spain & Italy · Trainline

2024 - Present

Own end-to-end Go To Market strategy for Spain and Italy across growth, product, brand, performance marketing, CRM, mobile and SEO. Joined to lead Spain; after a senior leadership restructure took on part of the Spain Country Manager remit, then added Italy in 2025.

- Grew Spain from 10% to 15% segment share and brand awareness from 8% to 31%, making Trainline the clear market leader in online rail distribution.
- Co-own the Spain P&L (revenue, marketing cost, profitability): reallocate channel investment and present results to the CEO and executive team.
- Took over Spain's annual strategy and planning process and the weekly business review, quantifying each driver's contribution to growth and reporting performance to the C-suite.
- Directed an eight-figure annual marketing budget, steering the work of central brand and performance teams, a channel team and an internal studio.
- Supported Spain's shift from investment-led growth to profitability, sharply reducing marketing investment while defending market share.
- Launched two major product and campaign initiatives, Cercanías and Verano Joven, generating +4pp of incremental growth and 67% YoY NTS growth respectively.
- Opened a high-efficiency, non-Google customer acquisition channel in Italy that now delivers a significant share of all new customers at a CAC well below market average.
- Secured seven-figure promotional funding through a Cabify partnership and coordinated carrier-funded campaigns that generated seven-figure additional direct revenue.

- Originated the Delay Promo retention concept (helping delayed customers claim refunds, with a promo code to rebook), since extended to Italy.
- Built the business case to acquire Trenes.com and secured C-suite approval.
- Built Spain's disruption communication playbook from scratch, reducing customer and sales impact during rail outages; now being rolled out in Italy.
- Media trained; served as Trainline's spokesperson in Spain across TV appearances and press events.

Global User Acquisition & Activation Lead · Lime *2021 - 2024*

Global growth marketing leader responsible for new user acquisition, activation and high-impact special projects at the world's largest micro-mobility company.

- Built Lime's global new user acquisition vertical from the ground up: defined roadmap, negotiated vendor contracts and implemented data-driven frameworks across 30+ markets.
- Designed and executed Lime's global App Store Optimization (ASO) strategy.
- Secured strategic co-marketing partnerships with T-Mobile, PayPal, Mastercard and Klarna, expanding reach and improving acquisition efficiency across North America and Europe.
- Ran the GTM for a customer battery-swap station pilot in Israel: negotiated venue hosting with the local team, worked with product on charging-point mapping and launched via CRM with per-charge incentives.
- Partnered directly with C-suite and regional leadership to develop and execute high-stakes commercial projects aligned to company OKRs.
- Provided GTM support and performance marketing frameworks to country managers across multiple markets, ensuring local execution met global growth targets.

Independent Growth Consultant · DBC *2019 - 2021*

Advised international companies on growth strategy, GTM execution and performance marketing. Selected engagements:

- Lime (WEU), Interim Head of Growth: led growth strategy across Western Europe, managed local teams and built the performance marketing foundation later scaled globally.
- Food Delivery Asia: developed the market entry business plan and GTM strategy for Philippines expansion.
- Made Mindful, strategic consultant: restructured the team and defined the long-term growth roadmap and KPI framework.

eCommerce Director · World Surf League *2017 - 2019*

- Revamped wslstore.com end-to-end (SEO, CRO, UX), growing traffic 40% YoY and conversion rate by 0.8pp.
- Boosted online revenue 300% in the first 6 months through combined performance marketing and CRM strategy.
- Built and led a cross-functional team (design, development, content) and instituted a new KPI reporting system for HQ in California.

Digital Director · The Mint Company *2016 - 2017*

- Built and led the digital marketing team across 4 business units and 36 points of sale.
- Launched eCommerce for 3 business units from scratch and executed a multichannel CRM program impacting strategic KPIs.

EDUCATION

Master in Marketing — Universidad Francisco de Vitoria
B.S. Audiovisual Communication — Universidad Francisco de Vitoria