

# Wilbe Expósito

Project Manager · P&L & End-to-End Delivery

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Open to Project Manager roles — on-site, hybrid or remote



wilbexposito.com

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## PROFESSIONAL SUMMARY

Project Manager with 10+ years leading operations and end-to-end project delivery across entertainment, retail and industrial sectors, including six years owning full P&L. Proven record of delivering multiple concurrent projects on time and on budget, cutting cost and optimising process through data and Kaizen, and building cross-functional teams that execute autonomously. Agile (Scrum, Kanban) and Waterfall practitioner. Bilingual English/Spanish.

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## CORE COMPETENCIES

**Project & Delivery:** Project Management · Programme Management · End-to-End Delivery · Scope & Backlog Management · Milestone Tracking · Risk & Stakeholder Management · Vendor Coordination

**Agile & Methodologies:** Scrum · Kanban · Scrumban · Waterfall · 5S · Kaizen · Continuous Improvement

**Business & Operations:** P&L Ownership · Budgeting & Cost Control · KPI Monitoring · Process Optimisation · Team Leadership · HR Coordination

**Tools & Data:** Jira · ClickUp · Azure DevOps · Trello · Gantt · SAP ERP · Excel · KPI Dashboards

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## PROFESSIONAL EXPERIENCE

### Business Unit Manager — P&L, Project Delivery & Team Leadership

*Cines Yelmo, Vialia Málaga, Spain · 2022 – Present*

- Delivered six concurrent renovation projects across a live cinema (exterior rebrand, room refits, six-screen laser projector upgrade, kiosk rollout, digital signage) — all on time, on budget, with zero operational downtime.
- Designed and shipped, as sole owner, an internal web platform across 50 sites in 8 weeks — single source of truth, role-based access and a Microsoft 365 deployment runbook (Project 'COM').
- Closed FY2023 at +53.6% operating profit vs. budget, driven by +25.4% attendance growth and disciplined cost execution.
- Built a structured energy-optimisation project (AC overhaul, consumption monitoring, vendor renegotiation): -34% vs. budget in FY2025.
- Scaled self-service kiosks from 2 to 4 units, growing kiosk transactions +40% in year one.
- Sustained 19%+ operating margin: maintenance on budget three years running, workforce cost -9.8% / -10.3% vs. budget (FY2024-25), and +7.2% average ticket revenue over three years. Team of 25; 80,000+ monthly visitors.

### Commercial Project Manager — Team Performance & Business Operations

*Decathlon, Spain · 2021 – 2022*

- Managed multiple commercial sections simultaneously; built individual KPI frameworks per team member to drive ownership and turn reviews into progress conversations.
- Drove product, layout and hiring decisions with data; planned and ran a full calendar of sports events and marketing initiatives, growing sales +15% for the year.

### Founder & Project Manager — End-to-End Product Launch

*Independent Project, Spain · 2019 – 2021*

- Launched a product brand solo, concept to market in four months: validated demand, renegotiated supplier agreements to cut total investment -4% vs. plan, built the brand and opened two sales channels with weekly unit-economics tracking.
- Cut two product lines mid-project to protect the launch date; secured first sales in launch month and recurring revenue across 12+ months.

### Multi-Site Project & Operations Manager — Continuous Improvement & P&L

*Worten Canarias, Spain · 2015 – 2018*

- Ran two stores on a combined P&L, delivering up to +10% like-for-like sales growth through data-driven assortment, layout and stock decisions planned ahead of each season.
- Owned all HR and workforce decisions across both sites; selected to lead the regional Kaizen rollout across the Canary Islands.

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## CERTIFICATIONS

- Google Project Management — Professional Certificate (350 hrs · 7 courses), Coursera
- Fundamentals of Project Management — University of Virginia
- Google Data Analytics — Data-Driven Decision Making, Coursera

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## EDUCATION & LANGUAGES

B.A., Engineering (Oil & Gas) — Universidad de Oriente · 2006–2013

**Languages:** Spanish — Native · English — Professional