

JOEL TAPIA

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PROFESIONAL RESUME

I have +5 years of experience working in consulting companies launching and developing tech product both B2B and B2C. I have knowledge about software development, data analytics & machine learning products/projects. As the lead on several Platforms, Cloud and Advanced Analytics consulting projects, I worked with executive stakeholders to translate user needs into roadmaps & timelines, creating strategies & leading engineering teams to achieve client objectives. I have worked with top-100 companies LATAM spanning 5 M customers.

EXPERIENCE

Senior Product Manager | PaperCube Consulting

11/2023 - Actual

Achivements

- Spearheaded the desing of product and go-to-market strategy for a new ERP for Real State (SaaS). Led product, engineers, and cross-functional teams to develop and iterate Cloud, and APIs.
- Launched a web platform to keep new users informed and thus increased the number of new users by 80%.

Responsability

- Conduct voice-of-customer surveys and identify frictions in the customer journey.
- Translate customer needs and pain points to engineering teams to ensure E2E customer experience.
- Conducted regularly scheduled status meetings with different internal functional teams, and aligned stakeholders; provided recurring status reports on all open cases and activities to clients through weekly meeting.

Product/Project Manager | Arkho - Santiago de Chile, Chile

04/2022 - 10/2023

Top Tier AWS Partner with more than 130 employees at LATAM level.

Achievement

- Launched 2 Cloud Platform for internal use for process and analyze data to create GTM Strategies that increased user retention by 25% and reduce information processing time by 40%
- Developed 2 Machine Learning MVPs in conjunction with AWS for the education & healthcare industry.
- Led cross functional teams of 10+ people (engineers, designers, & business analysts)
- Develop the data migration roadmap from onpremise to Cloud for a regional company +7 countries.

Responsability

- Translated client ´s goals into a product roadmap & technical strategies, prioritizing user stories & leading international agile meetings to develop the product.
- Presented strategic vision & product roadmap to C-level & senior executives to guide & update them in their product development projects, including KPIs.
- Conducted regularly scheduled status meetings with different internal functional teams, and aligned stakeholders; provided recurring status reports on all open cases, KPIs and activities to clients through weekly meeting.
- In collaboration with Cloud Engineers Design Cloud Architectures on AWS for cloud data products.

Product Manager/Strategic Planner | Valor - Lima , Perú

05/2021 - 02/2022

Consultant in charge of the development of Strategic Plans for companies at LATAM level.

Achievement

- Acquired 171 k users annually for client through defining growth KPIs and developing weekly GTM strategies that increased revenues.
- Designed strategic marketing roadmaps for 4 Companies that increased their userbases.

Responsability

- Lead a team of 5 cross functional team to Identified pain points and customers needs through Machine Learning models doing social listening for more than 1M users.
- Led weekly meetings with the product team to show progress plans and KPIs.

Product Manager | Papercube Consulting - Lima, Perú

01/2019 - 04/2021

Achivements

Launched 3 products:

- Launched an app healthcare that have +10k active users.
- Launched a web platform that allows the purchase of airport bus tickets and had 1k users buying tickets per day.
- Launched of a SaaS web platform for construction project management, getting 3 new clients to use the platform.
- Perform an A/B Testing analysis to determine the impact of a client's social program on the education of vulnerable people, achieving a better reception of education by 70% with the platform executed compared to the Control group.
- Led multifunctional team of 10 people (designers, software engineers, business analyst) a to develop, launch and iterate software products.

Responsability

- Implement different software development solutions (web platforms, mobile applications, landing pages) for different companies and industries such as Mining, Construction, Transport, Social, etc.
- Conduct monthly voice-of-customer interviews.
- Organized daily scrum meetings to prioritize user stories, task, provide guidance, and drive progress.

TECHNOLOGICAL STACK

Project Managment: Jira, Git, Trello, Azure DevOps

Cloud/Data Sience/ML: AWS: Lambdas, Athena, Redshift, S3, Sagemaker, Comprehend. Python

EDUCATION

Massachusetts Institute of Technology (MITx)

03/2020 - 12/2021

Micromaster Program in Statistics and Data Science

Universidad del Pacífico

03/2017 - 12/2020

Master in Economics

Pontificia Universidad Católica del Perú

07/2011 - 12/2016

Bachelor in Civil Engineering

ACHIEVEMENTS

2020 - Scholarship for the Micromaster in Data Science and Machine Learning MITx

2017 - 2nd place in the 24 Hours of Innovation Contest / Les 24 heures d'innovation - University of Montreal, World Stage.

2006-2015 - National Champion (Peru), Panamerican and South American Medalist and University Champion (PUCP) in the Chess discipline.