





Jesús Alfredo Valencia Bedoya


MSc in Market Strategy & Consumer Behavior | BBA | Expert in Agile Project Management & Automation | CS50x | Six Sigma Black Belt® | Scrum Master | Product Owner


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 05/07/1998

Profile

Project Manager specialized in digital transformation and agile operations, with a strong business and technical background. I lead cross-functional and IT teams to deliver impactful solutions and accelerate business growth. With over 5 years of experience managing regional and cross-border projects across Europe and Latin America, I have successfully guided product strategy and execution in dynamic environments, aligning business needs with scalable tech solutions. Specialized in digital transformation, process optimization, and data-driven decision-making, I am proficient in tools such as Tableau and Power BI. I work fluently with both traditional and agile methodologies, and operate in environments like Jira, Asana, and ClickUp. With programming knowledge in Python and SQL, I bring a solid technical foundation that allows me to lead and understand complex IT projects, ensuring high-impact results and operational efficiency.

Professional Experience

10/24 – Present **IT & Digital Transformation Project Manager**
Brooklyn Fitboxing International

Leading digital transformation across European markets, with a focus on automation, process optimization, and scalable growth initiatives.

- Led the internal development team, defining the strategic roadmap and prioritizing the backlog to ensure timely and dependency-free releases.
- Automated the end-to-end franchise opening process in five countries, reducing launch time from 10 to 4 months and aligning cross-functional teams (Finance, Legal, Marketing, Operations, IT).
- Migrated operational data from Salesforce to Microsoft Business Central, enhancing ERP integration, data governance, and process standardization.
- Designed and implemented automation workflows using Python, Asana, and n8n, reducing manual work and increasing team efficiency.

10/23 - 08/24 **Project Manager Caribbean Market**
BELCORP

Led commercial and digital initiatives across the Dominican Republic and Puerto Rico, driving campaign performance and brand growth.

- Delivered 18 annual campaigns, achieving over 15% YoY growth and recovering pre-pandemic demand levels.
- Coordinated cross-functional teams (Brand growth, Logistics, IT, Finance) to ensure KPI alignment and seamless execution.
- Piloted digital tools such as live video selling and gamified raffles, increasing customer engagement and participation rates.
- Designed Tableau dashboards to monitor campaign performance and optimize inventory in real time.

- 06/22 – 10/23

Strategic Planning and Procurement Analyst Chilean Region

BELCORP

- Led the implementation of a process to maximize budget efficiency across 12 regions, achieving annual budget reductions through FOB negotiations and cost-saving initiatives like dual-tone product designs.
 - Coordinated cross-functional teams (procurement, design, planning, and brand management) to optimize product selection based on regional performance trends.
 - Monitored and adjusted purchasing strategies to maintain healthy inventory levels, ensuring sales targets and profitability were consistently met across regions.
- 03/21 - 06/22

Planning and Merchandising Analyst Guatemala

BELCORP

- Spearheaded the execution of comprehensive sales strategies, ensuring seamless communication across traditional and digital channels to drive market engagement and revenue growth.
 - Designed and implemented advanced dashboards that delivered real-time insights and critical performance metrics to senior management, significantly enhancing data-driven decision-making processes.
 - Led the onboarding and training of new team members, utilizing agile methodologies to accelerate integration and maximize productivity, ensuring rapid alignment with team goals and company objectives.

Education

2025	<div>Harvard University</div> <div>CS50 Introduction to Computer Science</div>
2024 - 2025	<div>Universidad Complutense de Madrid</div> <div>Official Master’s Degree in Market Strategy & Consumer Behavior</div>
2022	<div>CENTRUM PUCP</div> <div>Agile Methods Specialization: Scrum and Kanban for Product Design</div>
2022	<div>CENTRUM PUCP</div> <div>Advanced Key Account Management for Business Growth</div>
2016 - 2021	<div>ESAN University Business School</div> <div>Bachelor’s Degree in Business Administration - BBA, Marketing Major.</div>

Core Competencies

TABLEAU

TRELLO

MICROSOFT OFFICE

FIGMA

MIRO

JIRA

SAP

POWER BI

SCRUM

KANBAN

TEAM LEADERSHIP

PYTHON

SQL