

Juan Felipe Builes

Product Leader

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PROFESSIONAL PROFILE

Product Leader with over eight years of experience designing and implementing digital product strategies that have driven solid revenue growth and strengthened user loyalty. Expert in defining roadmaps aligned with business objectives, leading cross-functional teams, and optimizing the product lifecycle. Results-oriented and experienced in fintech and tech scale-up environments, seeking opportunities as a Product Leader or Product Manager to continue delivering impact.

PROFESSIONAL EXPERIENCE

MOVILBOX SAS — PRODUCT MANAGER

April 2024 – Present

- Led the creation and management of a five-member product team with 90% retention.
- Designed and executed a strategic roadmap that increased revenue by 20% (COP X).
- Coordinated sprints achieving a 95% on-time delivery rate.

IRIS CF — SENIOR SCRUM MASTER

June 2022 – April 2024

- Facilitated agile deliveries with a 98% objectives and timeline completion rate.
- Improved Scrum practices, boosting team efficiency by 30%.
- Reduced cross-departmental impediment resolution time by 25%.

PACTIA SAS — WEBMASTER

September 2015 – November 2021

- Reduced website downtime to under 2% during updates.
- Optimized conversion rate by 15% through UI/UX improvements.

EDUCATION & CERTIFICATIONS

B.S. in Systems Engineering, ITM Medellín — 2020

Scrum Master Professional Certification — CertiProf (2022)

Scrum Product Owner Professional Certification — CertiProf (2023)

Product Manager Path — Platzi (2024)

SKILLS

Power BI (Advanced); SQL (Advanced); PHP (Intermediate); Advanced Excel; Stakeholder Management; Strategic Roadmapping; OKRs; Scrum; SAFe; Design Thinking; Kanban; Lean

LANGUAGES

Spanish (Native); English (A2, in process of B1 certification)