Mateo Krössler

Argentine nationality and Italian citizenship.

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EXPERIENCE

Solutions & Innovation Analyst *Jan. 2022 - May 2022*
Kavak | Buenos Aires, Argentina

Management of improvements for CRM and operation products, with impact on sales, productivity and UX:
- Design, preparation and implementation of sales system for 3 countries in one month, increasing monthly sales 13%.
- Redesign of regional telephone menu, improving UX for +15k clients in Colombia, Chile, Peru and Argentina.
- Sales boost with creation of referral program.

Customer Success Intern/Supply Analytics Intern *Jan. 2021 - Jan. 2022*
Kavak | Buenos Aires, Argentina

- Transformation of customer management model, promoting continuous improvement through data collection and analysis and generating substantial improvement in CX, service time and conversion for +20k customers.
- Leadership in data lake development project, negotiating and coordinating efforts of various teams.
- Implementation of ClickUp, Hevo, SeekWell, Zapier and Coefficient, scaling processes and increasing productivity.
- Development of library generating programming time reduction of 70% for systems and reports.
- Preparation of reports and dashboards for managers and C-levels, enabling decision-making and cont. improvement.

Web Developer *Jan. 2019 - Mar. 2021*
Freelance | Remote

Design and development of full-stack projects:
- Virtual fair platform with +6k international users (E-Ventos).
- Job board for Latin American agricultural sector with +1200 international users (AgroRRHH).
- Digital learning platform (AsesorRural).

Junior Assistant *Mar. 2017 - Jul. 2017*
Global Building Supply Chain | Buenos Aires, Argentina

- Preparation of sales presentations for prospects, promoting sales and long-term relationships.
- Operations management with international customers and suppliers (China, India, Latin America).
- Cloud implementation and task automation, enabling remote work and increasing security and productivity.

EDUCATION

University of Alberta | Software Product Management Specialization *Jan. 2022 - May 2022*
- Courses on agile practices, software development processes, requirement management and revisions and metrics for software improvements.

Eindhoven University of Technology (TU/e) | Exchange Program *Jan. 2020 - Jul. 2020*
- Courses on innovation management, data science, infonomics, human technology interaction (HTI) and machine learning.

Instituto Tecnológico Buenos Aires (ITBA) | Business Administration and IT *Mar. 2017 - Dec. 2021*
- Graduated with honors.
- Academic Average: 8.16/10.
- Consulting Club and Podcast Coordinator (Club Trama):
  - Organization and participation in podcast with 12 episodes of interviews with CEOs, leaders and entrepreneurs listened to by thousands of students.
  - Organization of 11 events for students with top-tier consulting firms for hundreds of students.

OTHER

Technical Skills: SQL, Google Data Studio, Basic Tableau | Web Development (HTML5, CSS3, JavaScript, PHP, jQuery, Sass, Node.js, GitHub) | Office (Microsoft Access, Microsoft Excel, Microsoft PowerPoint, Microsoft Word) | Basic Python | Google Apps Script, Google AppSheet | Adobe Photoshop, Adobe Lightroom, Adobe Illustrator, Figma

Certifications: Product Analytics Micro-Certification (Product School) | Build Better with UX (Salesforce) | Enterprise Design Thinking Practitioner (IBM) | Innovation Management Game (Innovative Dutch) | International Certificate of Education with Merit (Cambridge International Examinations)

Languages: Native Spanish | Advanced English (111/120 TOEFL y B2 Certificate FCE)