Aldo Benitez

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Profile

Strategic Product Manager with 10+ years of experience leading end-to-end digital transformation and product innovation across industries including finance, automation, and banking. Skilled in defining product vision, conducting discovery, prioritizing roadmaps, managing agile teams, and delivering scalable, user-centric solutions. Proven track record of driving measurable business outcomes through cross-functional collaboration, data-driven decision-making, and customer-first development. Bilingual in English and Spanish.

Key Skills

- Generative AI

- Product Lifecycle Management (Discovery to Launch)

- Roadmap & Strategy Alignment

- Agile / Scrum Methodologies

- Stakeholder Communication & Negotiation

- User-Centered Design & Story Mapping

- Product Analytics & KPI Tracking

- Digital Transformation & Innovation

- Jira, Confluence, G-Suite, Excel (Advanced)

- SAP Hybris, SalesForce, Azure, A/B Testing Tools

- P&L Understanding and Budget Tracking

Professional Experience

Currently contributing to **Globant Enterprise AI**, a strategic solution designed to accelerate, automate, and enhance clients' business processes through agentic AI-powered platforms. Participated in key proposals and prototyping for:

- **ONU – Argentina**: Designed a public-facing conversational assistant to educate citizens about environmental standards during major sports events hosted in Buenos Aires.

- **Coppel**: Led the design of a Retrieval-Augmented Generation (RAG) model to build a conversational assistant that guides users through the commerce portal and improves customer engagement. a strategic solution designed to accelerate, automate, and enhance clients' business processes through agentic AI-powered platforms.

All roles from Citi Bank to Rockwell Automation were performed as part of consultancy engagements through **Globant**, providing strategic digital product leadership to top-tier global clients.

Rockwell Automation

Product Manager (2021 – Nov 2024)

- Launched a product registration MVP increasing annual registrations from 600 to 30,000+ by 2024.

- Tackled grey market issues through workflow optimization and compliance alignment.

- Led discovery sessions with clients to identify friction points and growth opportunities.

- Defined roadmap, managed backlog, and drove prioritization aligned with strategic objectives.

- Improved stakeholder satisfaction by streamlining communication and sprint planning.

Nacional Monte de Piedad

Digital Product Manager (2021)

- Designed product vision and executed backlog implementation for digital initiatives, including the conceptual design of the 'Mi Monte' mobile application.

- Conducted user interviews, benchmarking, and journey mapping to guide MVP design.

- Drove discovery-to-delivery alignment and ensured compliance with internal regulation.

Atria Wealth Management

Senior Product Manager (2020)

- Directed 10+ PMs and BAs across high-impact product workstreams.

- Delivered the Unio™ Advisor Platform including integrated Business Texting, awarded BISA Technology Innovation Award.

- Drove a 115% increase in Clear1 portal adoption and a 753% increase in texting tool usage.

- Contributed to Atria's growth supporting 2,400+ advisors and $100B in managed assets.

- Facilitated prioritization workshops and OKR alignment with business and engineering.

IHS Markit

Product Owner / Business Analyst (2018 – 2019)

- Delivered custom fintech solutions for Capital Group, Merrill Lynch, and others.

- Led sprint planning, backlog grooming, and alignment with business KPIs.

- Translated market and customer insights into actionable stories.

Citi Bank (Citibanamex)

Product Owner (2017 – 2018)

- Boosted app store rating from 1.9 to 4.7 stars on iOS by leading UX redesign and performance initiatives.

- Contributed to positioning the app among Mexico's top financial apps in 2018.

- Led squads in rebranding and rearchitecting the mobile banking experience.

- Integrated voice-of-customer feedback loops into backlog prioritization.

Previous Roles

- Omnitracs USA (2016 – 2017): Scrum implementation and backlog optimization.

- Ericsson (2014 – 2016): Business rules design for 3G/4G services, reducing UAT and L3 tickets.

Education

Instituto Politécnico Nacional (UPIICSA)
 B.S. Computer Science (2011 – 2015)

Certifications

- Certified Scrum Master (2018)

- ITIL Foundation (2017)

- ISTQB Testing Certification (2017)

- IELTS (English Proficiency) (2017)

Languages

- Spanish: Native

- English: Professional Proficiency (Working in international environments)

Tools & Technologies

Gemini, OpenAI Jira, Confluence, Azure Data Lakes, SAP Hybris, A/B Testing Tools, Excel, G-Suite, PowerPoint, Sharepoint, Miro, Mural,Salesforce, SAP, Hotjar