

ANA CRISTINA MOYA
Phone number: +57 3017864054
E-Mail address: anacristina.moya@gmail.com
LinkedIn: [ana-cristina-moya](https://www.linkedin.com/in/ana-cristina-moya)

PRODUCT MANAGER PROFILE

A results-driven Product Manager with 19 years of experience. Possesses technical expertise as an Electronic and Telecommunications Engineer, complemented by the strategic and business insights of a Master of Marketing. Proven ability to translate market needs and data analysis into innovative solutions, consistently generating value and increasing sales through successful product development and project management. Expertise in collaborating with cross-functional teams to lead all stages of the product life cycle, from market research and strategic planning to development, deployment, and go-to-market execution.

WORK HISTORY

- **Product Owner Order Processing / Order to Consumer. adidas.** May 2021- Jan 2025.

Created measurable value in the adidas eCommerce backend platform by addressing market opportunities and customer needs, optimizing processes using tools such as Jira, Confluence, and Miro. I managed the implementation of various initiatives throughout their lifecycle, collaborating with Agile experts and engineers to build a high-performance team.

- **Brazil New Warehouse (2023):** Implemented changes to electronic invoicing integration, facilitating the integration of the Global Omnichannel platform with a new warehouse in Brazil, covering functionalities such as Returns, Split Shipments, and Delivery Exceptions. This contributed to a reduction in tax costs and an expected increase in net sales of €4.3M during the first year.
- **LAM Personalization (2022):** Developed warehouse integration to identify personalized orders and implemented adaptations to electronic invoicing, enabling the deployment of this functionality in the eCommerce of LATAM countries. This initiative allowed Latin America to achieve a 31% share of net sales in World Cup products, compared to global sales.
- **Brazil Roll out (2021 - 2022):** Executed the implementation of deviations from the global eCommerce model during the deployment of the Omnichannel platform in Brazil, including the activation of offline payments, installment payments, electronic invoice calculation and generation, and error management. This implementation generates 2.3 million invoices annually.

- **Go to Market and Content Manager. Samsung Electronics Colombia S.A.** Mar 2016 - Nov 2020.

Executed comprehensive go-to-market plans for 10 products, including smartphones, tablets, and wearable devices. I led the development of programs, strategic services, and benefits for mobile devices to drive sales, offering value, affordability, and differentiation. This encompassed the entire product lifecycle, from market research, supplier negotiation, and product strategy to marketing communication and sales force training.

- **Product Go to Market:** Developed detailed strategies and coordinated with cross-functional teams to align objectives and manage project execution, identifying and mitigating risks. I utilized project management tools to ensure compliance with deadlines set by executives. As a result, I achieved the successful launch of all products within the established timeframe, increased collaboration among different departments, and reduced launch times and process uncertainty.
- **Trade-in (2018 - 2020):** Implemented a program that allowed customers to exchange their old phones for discounts on the purchase of new devices. This program was integrated with financing options and offered up to a 50% discount, successfully boosting, for example, 46% of the Galaxy Note20 sales at launch

- **App Store Content Assistant Manager / Supervisor. Samsung Electronics Colombia S.A.** Jun 2010 - Feb 2016

Led the development of applications for Samsung devices, covering everything from market research and product strategy to design, prioritization, marketing communication, budget, and contracts.

- **Samsung Concierge Application (2015-2016):** Developed the loyalty application for Premium customers, which offered exclusive benefits, such as 24/7 agent support for resolving technical problems via chat or call. This application was integrated with Salesforce, significantly increasing Premium sales, with a 30% customer adoption rate, and was recognized as the best implementation in Latin America. Project management tools were utilized.
- **Application Ecosystem (2010 – 2015):** Created a developer ecosystem that produced more than 100 applications for Smartphones, Tablets, TVs, Wearable devices, and Gear VR devices, generating value and differentiation for Samsung consumers. Project management tools were utilized.

- **Project Manager for Latin America. Atchik Realtime Colombia.** Nov 2008 - Jun 2010

Manage the implementation of Chat Ideas Web, SMS, and SAT (SIM Browsing) platforms for Latin American countries.

- **Account Manager / Mobile Product Designer. Dasigno S.A.** Jan 2005 - Oct 2008

Positions: Account manager (2008), Mobile Product Designer (2007), Mobile Department Chief (2006– 2007), Senior Mobile Developer (2006), Junior Mobile Developer (2005).

STUDY

- **Data Science for Business Managers**, Stanford Continuing Studies, 2024.
- **Fundamentals of Product Manager**, Stanford Continuing Studies, 2021.
- **Master of Marketing**. Universidad de los Andes 2015 -2017
- **Electronic and Telecommunication Engineer**. Universidad del Cauca Popayán, 1998-2004.
- **Scrum Product Owner Professional Certificate (SPOPC)**, CERTIPROF, 2018 & 2020.

SKILLS

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|-----------------------|-----------------------|--------------------------|
| • Product Management | • Data Analysis | • Stakeholder Management |
| • Product Owner | • Scrum Master | • Technical Background |
| • Agile Methodologies | • Marketing | • Accountable |
| • Project Management | • Roadmap | • Storytelling |
| • Alliance Management | • Mobile Applications | • Adaptability |

TOOLS

- | | | |
|---------|--------------------------|--------------|
| • Figma | • Confluence | • Power BI |
| • Miro | • Kibana | • Python |
| • Jira | • Excel for Data Science | • Salesforce |

LANGUAGES

- English: C1.
- Spanish: Native.