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Highly empathic, data-driven, and strategic product leader with hands-on experience leading products' development phases from idea to launch, designing go-to-market strategies while defining product roadmaps to ensure alignment with customer & business vision short and long-term goals.

Chief Operations Officer | [Page Bird](#) (a division of Spacebar Company) September 2022 - Present

As the COO of Page Bird, a website-as-a-service and CRM provider, I'm responsible for leading the company's overall strategy, ensuring high-quality product delivery, overseeing all the outsourced teams, managing budgets and revenue forecasts, identifying opportunities for new products and services, and improving operations for the best customer experience.

- Led the development of a new product (CRM) for building drip campaigns and storing client profiles aimed at increasing revenue per client, resulting in a 30% growth in sales within the first three months.
- Implemented an outsourcing strategy resulting in a 20% reduction in costs and a 15% improvement in customer satisfaction because of time deliverables.
- Established and maintained key partnerships with industry leaders such as Webflow to expand service offerings and increase market share.
- Closed the biggest deal in company history, resulting in the development and launch of over 50 websites for the largest and most innovative school network in the United States.

Chief Operations Officer | [Shopify Advisors](#) (previously Shopifika) January 2021 - September 2022

As the COO at this Shopify Agency, I oversaw daily operations, managed client relationships, and developed strategies to improve efficiency and productivity. My goal was to ensure high-quality services, timely project completion, and exceptional value for our clients.

- Led the company's initiative to become a Shopify Plus Agency.
- Developed and implemented a new client onboarding process that reduced turnaround time by 50%, resulting in increased client retention and referral rates.
- Built two core teams of 5 members and trained and mentored designers, developers, and project managers.
- Spearheaded the development and launch of a new Shopify App for Restaurants, which acquired more than 15 clients within the first six months.
- Led the development of the e-commerce store for the largest liquor store in Central America, resulting in a 40% increase in online sales and establishing the agency as a leading provider of e-commerce solutions in the region.

Acting Head of Product | [Cartful Solutions](#) (Contract) (March 2021 - November 2021)

Started as a consultant for the company, providing insights and advice on different topics, ranging from product, user experience, engineering, and recruiting. Advised to build a product team and change the company's structure to keep scaling, entered the company on an acting position and a short-term contract.

- Led the company's transition from an agency-like company to a product-led company to scale through partners/creators and not only by our client's implementation team.

- Built a top-talent cross-functional product team of 8 members and closely mentored two product managers.
- Aligned the customer success and client engineering teams (More than 28 members) to transition their team's structure into pods, increasing the development speed and overall efficiency.
- Launch a new way for shoppers to buy products using a style recommendation engine that led to an increase in conversion rate of over 40%, tested in one of the biggest floors-selling brands in the US.
- Established the procedures, tools, and frameworks to build successful features and products, the handbook and process for hiring future product positions, and the product team's rituals.

Head of Product & Co-founder | Edoo (January 2015 - March 2021)

Directed product development life cycle from idea to launch for all company products and features. Established the company's product vision, and helped Product Managers turn them into actionable tasks for all company product teams. Led product management, design, customer success, and UX research teams while fostering strong relationships with more than 50 school principals and school owners.

- Built Edoo's customer base from 0 to 30k paid users by designing, developing, and leading the product's vision.
- Aligned six cross-functional teams (design, research, development, customer success, sales, and marketing) and three product managers, comprising more than 30 members, to meet long-term business and product goals.
- Increased average income per client by 70%, introducing two new products that worked as add-ons.
- Raised seed capital from local investors by leading the company's fundraising strategy, which resulted in the first 20 customers (schools).
- Designed the company's first product; created a complete design system, UI / UX designs, wireframes, prototypes, conducted several user research activities to understand our customers deeply.
- Programmed the first Django models, views, and templates for the whole product.
- Built our first data framework to support and encourage data-driven decisions for our non-technical teams using SQL, Google Data Studio, Zapier, and different APIs.
- Used Zapier, Integromat, Formstack, and various APIs to automate and streamline our development, marketing, customer success, and sales workflows to speed up everyday tasks and reduce human error.

Product Manager + Product Designer | Exeboard (January 2014 - November 2016)

Conducted consumer research on potential customers, such as banks and corporate organizations in Central America. Designed and implemented tools and metrics to track the product's performance and its features. Analyzed market and trends to take advantage of opportunities and gain a competitive edge.

- Reduced development time by half, implementing and training agile methodologies to a resistive development team.
- Successfully led MVP development to acquire the first batch of customers before the product's launch.
- Decreased the onboarding time to a third and reduced the number of training calls by 60%, cutting features and reordering the first-time user experience.

- Increased the conversion rate from trial accounts to paid accounts from 20% to 64% by designing and prioritizing features that increased mobile app usage during board meetings up to almost 3x.

Other Professional Experience (2018 - 2021)

Collaborated with clients to devise development plans and design product strategies. Advised post-funded startups in establishing procedures for attracting top talent and identifying hiring needs in their product, design, and development teams. Introduced product management tools and processes for clients' product divisions.

- Advised three post-revenue startups to organize their development and product design processes, aligning all the efforts into achieving long-term business goals and meeting team and budget restrictions.
- Raised investments for three startups by designing effective product strategies with clients' co-founders. Mentored these startups' co-founders on balancing available resources versus value outcomes, using data to support their decisions.
- Created **Unamused Face**, an E-commerce Brand, from the ground up in my spare time.

*Additional Experience as **Professor** at Universidad InterNaciones, imparting UI Design and Implementation & HCI for UX Design and **UX / UI Designer / Product Owner & Co-founder** at Nozzmo*

Product Manager Nanodegree Program by Udacity. - **Professional Scrum Product Owner I (PSPO I)** - **Data Science Professional Certification** by IBM - **Digital Marketing Nanodegree Program** by Udacity.

AWARDS & DISTINCTIONS: Selected best among 500 entrepreneurs to represent GT at the Startup Nations summit in 2015.

PROGRAMMING-RELATED SKILLS: Data Modeling, Python, R, Pandas, SQL, HTML, Sass, CSS, JS, React, React Native, Git, Liquid.

SOFTWARE / TOOLS: Adobe XD, Figma, FullStory, Google Data Studio, Hotjar, Pendo, Photoshop, After Effects, Zendesk, UiPath, Shopify.