

FELIPE DABED

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ME

I'm a trilingual industrial engineer with experience in Product Management and Payments in the startup industry. I have been responsible for leading multidisciplinary teams as product, design and others, managing the product backlog through different agile methodologies and leading projects mostly. Likewise, I'm very passionate about data, product, and payments, being a result-oriented leader, who loves to solve complex-problems.

EDUCATION

B.S in Industrial Engineering, Universidad Técnica Federico Santa María 2013 - 2018
Activities: Teaching Assistant (Ops Research, Thermodynamics, Industrial Organization, Physics II, Microeconomics, Business Administration), Founder of an NGO, Columnist at Students Magazine, Outstanding Student.

EXPERIENCE

Growth Product Manager Jan 2023 - Kredito

- Drive innovation through constant experimentation to achieve an improvement in any growth metric.
- Collaborate with growth and dev team to analyze data for project development initiatives.
- ✓ Lent amount increased by 40% in 6 months.
- ✓ Retention rate increased by 27% in 9 months.

Product Manager / Lead of Payments & CS Jul 2021 - Jul 2022
Yom Mercado

- Lead the payments and CX areas (15 people in charge).
- Define, analyze and execute strategies to reach KPIs (% of digital payments, fraud, turnover, costs).
- ✓ Increase Digital Payments from 15% to 55% (+366%) for small-stores in 9 months.
- ✓ Reduce fraud in payments by 70%.

Product Manager Sep 2020 - Jun 2021
Yom Mercado

- Co-Design and implementation of the first operative model of Yom Mercado.
- Planning and leading mobile app development for picking, packing, shipment and payments of orders.
- ✓ Launch the product to the market in less than 3 weeks since I joined.
- ✓ Planning, design and execution of the operative model to support a growing demand of 15% per month.

Data Analyst Dec 2019 - Sep 2020
Latam Airlines

- Design, creation, and analysis of main KPIs processes with a CX impact.
- Cargo demand forecasting during Covid-19 crisis. 15% deviation.
- ✓ Build an entire Customer Support platform for LATAM Cargo in less than 3 months.

Marketing Analyst Dec 2018 - Aug 2019
Nielsen

- Identify opportunities and develop solutions to improve the performance of key clients.
- Automatic reports and dashboards generation, helping clients to identify, analyze and interpret key KPIs.

EXTRA-CURRICULAR ACTIVITIES

• Founder of Educa+ , an NGO dedicated to college success for low-income students.	2015
• Thesis project about a Telehealth mobile application for elderly users.	2018
• Co-founder of a consulting business regarding to software development and digital solutions.	2018 - 2020
• Co-Founder and Investor at LegalGuru , a digital law firm that resolves family and child support.	2022 -

SKILLS

Languages	English, Spanish, Portuguese.
Soft Skills	Leadership, Communication, Organization, Problem solving, Motivation, Teamwork.
Software	Excel, Pandas, Html, Figma, Miro, Customer.io, Amplitude, Adobe XD.
Certificates	Product-Led Growth (The Product School), Google Project Management Professional Certificate, Scrum Professional Certificate (SFPC), Google Analytics, Design Thinking.