

Felix Ipanaque Arevalo

Personal Statement - Option 1

I get excited about new ideas and perspectives that can contribute to a more sustainable future and create new business opportunities. I am passionate about using technology to understand human behavior to help people improve their lives.

Education

- 2020–present **PhD, Cognitive Neuroscience**, *Doctoral Program in Humanics*, Graduate School of Integrative and Global Majors, University of Tsukuba. Tsukuba, Japan.
- 2008–2010 **MBA**, *Master in Business Administration*, Los Andes University Business School, Los Andes University. Bogota, Colombia.
- 1998–2004 **BEng**, *Bachelor in Industrial and Systems Engineering*, School of Engineering Sciences, University of Piura. Piura, Peru.

Awards & Scholarships

- 2020–2025 **World-Leading Innovative and Smart Education Fellowship** for a 5-years Ph.D. Program at Tsukuba University, Japan
- 2015 **Startup Peru Seed Fund** granted by the National Program of Innovation for Competitiveness and Productivity, hereinafter Innóvate Peru, of the Ministry of Production. Lima, Peru.
- 2008 **Latin Trade MBA Scholarship** 50% tuition fee exemption for the MBA program at Los Andes University. Bogota, Colombia.

Work Experience

University of Tsukuba (Tsukuba, Japan)

- 2022 - 2025 **Polysomnographic Technologist**.
- Performed high-quality polysomnographic recordings to accurately assess sleep patterns, breathing abnormalities, and other physiological parameters during sleep.
 - Ensured the comfort and safety of patients undergoing sleep studies, providing support and assistance as needed throughout the procedure.
 - Set up and calibrate polysomnographic equipment, including electrodes, sensors, and monitoring devices, to ensure accurate data collection.
 - Monitored and recorded physiological signals such as brain waves, muscle activity, eye movements, heart rate, and breathing patterns.
- 2020 - 2025 **PhD Fellow**.
- Research Project: *A machine learning model to predict the emotional content of dreams based on electroencephalography (EEG) signals*
- Conducted a comprehensive literature review to understand research on EEG signals and dream analysis, identifying relevant methodologies and techniques.
 - Identified and obtained access to EEG datasets containing labeled emotional states.
 - Set up the necessary infrastructure for data storage, EEG signal processing, and EEG data analysis
 - Learned different pre-processing techniques to clean EEG data, such as Independent Component Analysis, notch filtering, and bandpass filtering.
 - Explored different algorithms to extract relevant features from EEG signals, such as power spectral, coherence, entropy, and alpha asymmetry.

Advisor : **Dr. Abe Takashi**, Associate Professor, International Institute for Integrative Sleep Medicine (IIIS), (*Abe Lab*)

Scharff Logistics (Lima, Peru)

2017-2018 **Head of Innovation.**

- Led the integration of PickApp software in the last-mile delivery service, resulting in over 30% increased customer satisfaction and 300% growth in PickApp transactions.
- Implemented Think Tank (ScharffLab) sessions to gather hidden customer needs, collect operational insights, identify growth opportunities, and contribute to different product strategies to create value for the business.
- Established an agile methodology to ensure the shipping of new features, align priorities across teams, and set success metrics.

PickApp, delivery management software (Lima, Peru)

2013-2017 **Founder.**

- PickApp offers full visibility and control over logistics operations. The platform, today, operates as *Scharff Express* and has a free mobile app for delivery drivers to receive orders, navigate, and collect proof of delivery.
- Provided e-commerce capabilities to small and medium-sized retailers by establishing a robust 24x7 delivery network capable to attend major urban areas across Peru.
- Accomplished a successful M&A deal proposed by a major logistics player (FedEx representative in Peru) by preparing a valuation report and due diligence materials.
- Bootstrapped to 1.8 million transactions per year from an initial investment of \$30k by developing the product and distributing it to 2500+ retail stores.
- Frequently presented in front of C-level executives, business leaders, journalists and delivered 100+ conference talks to 100k+ attendees in four countries.

Prosegur, Cash-in-Transit (Madrid, Spain)

2010-2012 **Product Manager.**

In charge of deploying a new operational standard for ATM cash management.

- Implemented a data-driven model to optimize cash replenishment for 5k+ ATMs by forecasting cash demand based on transaction volumes, usage patterns, and historical data, leading to a 93% reduction in cash-out incidents.
- Identified critical control points in ATM cash cycle that helped avoid losses and out-of-balances.
- Obtained 25% reduction in order lead time by providing 48-hour forecast for ATM cash demand, allowing cash processing during off-peak hours.
- Optimized cash availability and inventory levels enabling savings in custodian costs.
- Scale up the deployment of the new ATM operational framework for cash management.
- Implemented standardized procedures for regular maintenance, troubleshooting, and repairs to ensure the uninterrupted operation of ATMs.

Yobel, Supply Chain Management (Lima, Peru)

2006-2008 **Production Manager.**

Responsible for managing the operations of trade marketing initiatives for a "Procter&Gamble" account.

- Consolidated an in-house workshop towards a full time production capacity, increasing 30% response capacity.
- Led the implementation of an inhouse packaging operation in a "P&G" site in Mexico.
- Set up a reward program that results in 50% more productivity.
- Kept over 90% our Balance Scorecard assessments which confirm quality and safety aspects of my operation.

Training

Oji Life Lab, learning and skills building platform

2020 **Emotional Intelligence 2020 - Online Conference**, Experts from The Yale Center of Emotional Intelligence shared their latest research on the value of emotions in creating emotional contagion, fostering creativity, diversity, and inclusion, Online.

MBA exchange program, San Andres University - Buenos Aires, Argentina

- 2009 **Global Market Leadershipx'**, Online strategic management simulation platform to develop skills in strategic business decisions, global market leadership, change management, and global business strategy.

Fundamental principles of company valuation methods, I acquired competencies in company valuation, market conditions, and macroeconomics, along with techniques for assessing risk and discount rates, supplemented by case studies and real-world examples..

Strategic management for family firms, I learned to design a succession plan, to establish corporate governance structures, to foster effective communication and an open dialogue environment.

Centrum Business School - Lima, Peru

- 2008 **Marketing Management and strategies**, Skills to understand the Peruvian consumer behavior, strategic planning, and market analysis, Lima, Peru.

Oracle

- 2008 **"Crystal ball" training program**, Skills for predictive modeling, forecasting, simulation, and optimization to enable better decision-making and strategic planning., Lima, Peru.

Talks and Conferences

- 2020 **Organizer of the 3rd Symposium on Ph.D. program in Humanics**, *Topic: Beyond Human Capabilities: How do Cybernics and AI will change human physical limits?*, Tsukuba, Japan (online).
- 2018 **Judge at the Demoday for "Appropriate Technology"**, *Subject that aims to provide students with a comprehensive understanding of creating straightforward and affordable technology tailored to specific community needs*, Tsukuba University, Tsukuba, Japan.
- 2018 **Speaker at the Asia-Pacific Economic Cooperation (APEC)**, *Peruvian delegate to join the "Public-Private Dialogue on Existing and Emerging Issues related to e-commerce and Digital Economy"*, Port Moresby, Papua New Guinea.
- 2017 **Speaker at the Startup Peru Summit**, *Topic: Merge & Acquisition of PickApp by Scharff*, Lima, Peru.
- 2016 **Speaker at the Conference: "Business Opportunities in the Digital Age"**, *Panel discussion with Suneet Singh Tuli - CEO of DataWind Inc.*, Lima, Peru.
- 2016 **Speaker at "Intercon": International Student Congress of Electrical Engineering, Electronics and Computer Science**, Piura, Peru.

Skills

Languages	Spanish (Native), English (Advanced, Certification: IELTS 7.5), Japanese (Basic level, University of Tsukuba Placement Test)
Code	Python (Intermediate), Matlab (Intermediate), Linux (Basic), R (Intermediate)
Technical	Jupyter Notebook, MNE, EEGLAB & Analog Photography, Darkroom Techniques

References

Associate. Prof. Takashi Abe Ph.D., University of Tsukuba, abe.takashi.gp@u.tsukuba.ac.jp

Associate. Prof. Marta Molinas Ph.D., Norwegian University of Science and Technology, marta.molinas@ntnu.no

Deputy General Manager, Scharff, Wilmer Pineda, wpinedaangeles@gmail.com