

Felix Ipanaque

PH.D. · MBA · INDUSTRIAL AND SYSTEMS ENGINEER

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Summary

Team leader with more than a decade of experience driving strategic change across diverse industries, including healthcare, finance, and logistics. I am also a startup founder with a deep understanding of the entire value chain from concept to launch, business development, and key partnerships. In addition, I am an aspiring neuroscientist working at the intersection of sleep sciences and brain-computer interfaces to unlock new possibilities in mental health.

Work Experience

International Institute for Integrative Sleep Medicine (IIIS)

Tsukuba, Japan

DOCTORAL RESEARCHER

Mar. 2020 - Mar. 2025

Topic: Dream affect recognition using deep learning techniques on high-density electroencephalography (EEG) signals.

- Leading and building a groundbreaking project on dream emotion recognition with potential applications in the early diagnosis of anxiety and depression disorders.
- Conducting high-quality polysomnographic recordings to accurately assess sleep patterns, dream reports, and other physiological parameters during sleep.
- Collaborating in monthly seminars and academic conferences with top neuroscientists in Asia to help raise awareness of sleep as a healthy behavior.

Scharff Logistics

Lima, Peru

HEAD OF STRATEGIC TRANSFORMATION

Jan. 2017 - Jan. 2018

Scharff is a major logistics company leading the digital transformation of supply chain operations.

- 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.
- Aligned with product, marketing, sales, and customer success leaders throughout the business to create a cohesive go-to-market strategy and to adopt PickApp internally.
- Launched Think Tank sessions (ScharffLab) to identify business opportunities in collaboration with corporate clients, aimed at improving customer satisfaction, reducing shipping costs, and enabling product customization.
- Established an agile methodology to ensure the shipping of new features, align priorities across teams, and set success metrics.

PickApp

Lima, Peru

EXECUTIVE DIRECTOR & FOUNDER

Jan. 2013 - Dec. 2016

*PickApp was a delivery management software acquired by Scharff and today operating as **Scharff Express**.*

- Empowered 2500+ small online retail stores by establishing a robust 24/7 delivery network, ensuring deliveries within 90 minutes.
- Provided full visibility and control over logistics operations, including real-time tracking and proof of delivery, facilitating online operations for new players and offering them 10-30% more sales.
- Led the business growth strategy from pre-seed to acquisition, achieving 200k transactions annually from an initial investment of \$30k.
- Established strategic partnerships with technology vendors and e-commerce platforms to increase number of transactions.
- Accomplished a successful M&A deal proposed by a major logistics player (FedEx representative in Peru) by preparing comprehensive due diligence materials, including a detailed valuation report. Ensured full transparency and accuracy throughout the process, which was instrumental in securing the acquisition.

Prosegur

Madrid, Spain

PRODUCT MANAGER

Sep. 2010 - Sep. 2012

Prosegur is a multinational security company specializing in security services, including cash management and cybersecurity.

- 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.

Yobel SCM

Lima, Peru

PRODUCTION MANAGER

Jun. 2006 - Oct. 2008

Yobel is a multinational logistics company providing comprehensive supply chain solutions across Latin America.

- Responsible for managing the operations of trade marketing initiatives for Procter&Gamble's account.
- Consolidated an in-house workshop towards a full-time production capacity, increasing 30% in response capacity.
- Led the implementation of an in-house packaging operation in a "P&G" site in Mexico.
- Kept over 90% of our Balance Scorecard assessments, which confirmed the quality and safety aspects of my operation.

Education

Ph.D. in Cognitive Neuroscience

THE UNIVERSITY OF TSUKUBA

[Tsukuba, Japan](#)

Mar. 2020 - Mar. 2025

Master of Business Administration

LOS ANDES UNIVERSITY

[Bogota, Colombia](#)

Set. 2008 - Mar. 2010

MBA Exchange Program

SAN ANDRÉS UNIVERSITY

[Buenos Aires, Argentina](#)

Set. 2009 - Dec. 2009

Bachelor of Science in Industrial and Systems Engineering

PIURA UNIVERSITY

[Piura, Peru](#)

Apr. 1999 - Dec. 2004

Grants

Humanics Fellowship

DOCTORAL PROGRAM FOR WORLD-LEADING INNOVATIVE & SMART EDUCATION

[Tsukuba, Japan](#)

Mar. 2020 - Mar. 2025

Startup Peru Seed Fund

NATIONAL PROGRAM OF INNOVATION FOR COMPETITIVENESS AND PRODUCTIVITY OF PERU'S MINISTRY OF PRODUCTION

[Lima, Peru](#)

Mar. 2015

Latin Trade MBA Scholarship

50% TUITION FEE EXEMPTION FOR LOS ANDES MBA PROGRAM

[Bogota, Colombia](#)

Set. 2008 - Dec. 2009

Talks and Conferences

2024	Recognition of Emotional Affect in Dreams and Short Videos Using Convolutional Neural Networks on High-Density EEG Signals , Neuro2024 Conference - Japan Neuroscience Society	Presenter
2020	Beyond Human Capabilities: How do Cybernics and AI will change human physical limits? , Humanics Symposium - Tsukuba University, Japan	Organizer
2019	Appropriate Technology Demo Day and Final Pitch , Tsukuba University, Japan	Judge
2018	Designing Your Business Strategy with the "Business Model Canvas" , Tsukuba University, Japan	Lecturer
2018	Public-Private Dialogue on Existing and Emerging Issues Related to e-commerce and Digital Economy , Asia Pacific Economic Cooperation Forum - Singapore	Speaker
2017	Global Exhibition on Services: The India Opportunity , Department of Commerce and Industry - Government of India, Delhi, India	Guest
2017	Startup Peru Summit , Department of Production - Government of Peru, Lima, Peru	Speaker
2016	Business Opportunities in the Digital Age , Business Congress, Lima, Peru	Panelist
2015	Logistics: The New Competitive Advantage for eCommerce , National Entrepreneurship Week, Mexico DF, Mexico	Speaker

Skills

Languages, Spanish (Native), English (Proficient), Japanese (Intermediate)

Technical, Data Analysis, Forecasting, Market Research, Simulation, Predictive Modeling, Experimental Design, Company Valuation, Optimization.

Soft, Design Thinking, Strategic Business Planning, Change Management, Corporate Governance, Risk Management, Creativity, Flexibility and Adaptability, Project Management, Negotiation.