Felix Ipanaque Arevalo

Kasuga 2-3-8, Life One 204
Tsukuba, Ibaraki, Japan. 305-0821
(+81) 070-1453-6934
✉ fipanaque@gmail.com
🖥 www.felixipanaque.com

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 of attending 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 confirmed the 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.

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