

GUILLERMO DE ANDA

PROFILE

As an accomplished consultant with over 20 years of experience in product management, program management, and business strategy, I have a proven track record of designing and implementing successful product strategies and roadmaps that align with customer needs and business goals. I am skilled at leveraging technology to drive business growth and improve operational efficiency and talent for collaborating effectively with cross-functional teams and stakeholders at all levels of an organization.

SKILLS

- Creative Problem Solving
- Product Management
- Learning & Executive communications
- Agile Methods
- Business Strategy
- Product Vision & Strategy
- Software Engineering & Delivery
- Artificial Intelligence & Solutions
- Change Management

CONTACT

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Greater Seattle Area

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PROFESSIONAL EXPERIENCE

MANAGING DIRECTOR

OCT 2018-CURRENT

Concentrix Catalyst- Seattle WA

- Successfully launched a new business line with new products and services generating \$8 million revenue in 3 years.
- Identified and capitalized on market opportunities by leveraging business strategy, product management, and sales knowledge.
- Developed strategic partnerships with industry leaders to create compelling product and services roadmap.
- Stayed up-to-date with market trends and developed innovative strategies to keep the new line of business competitive.
- Gathered enterprise client feedback on services to iterate on value of our products delivered.

FOUNDER

MAY 2019-APR 2021

Spark Optimization Consulting- Seattle WA

- Provided consulting, strategic, and training initiatives to clients across various industries, applying product management best practices to improve their processes and outcomes.
- Built a consultancy from the ground up, leveraging experience and expertise to develop and deliver customized strategies that drive client success.
- Prioritized customer satisfaction and built long-term relationships with clients by working closely with them to understand their needs and goals.

SR. PROGRAM MANAGER/AGILE SME

JANUARY 2015-OCT 2018

Accenture- Seattle WA

- Extensive experience as a software manager, Agile coach, and trainer specializing in product management strategies for telecom clients.
- Helped numerous organizations achieve their goals by applying expertise and knowledge of the software development lifecycle.
- Spearheaded an initiative that reduced production defects from 500 to 0 in just 14 months by streamlining root cause analysis and correcting quality gaps.
- Proven ability to identify and resolve complex issues and manage teams to deliver exceptional results.

EDUCATION

B.S COMPUTER SYSTEMS ENGINEERING

JUNE 2001-AUGUST 2006

Instituto Tecnologico de Tijuana