Contact

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Top Skills

Mentoría para jóvenes
Desarrollo de productos para móvil
Aprendizaje automático

Certifications

Strategies for experimentation

Curso de Introducción al Desarrollo Backend

Generative AI for Product Managers – Mini Simulator

Christian Cobian G.

I help startups and business to re-imagine products & workflows scaling 10x results with Gen AI as unfair advantage | AI Product Manager and AI Builder
Peru

Summary

I am ambitious, curious, customer centric and business thinker with digital passion and world-class expertise for building sucessfull digital products for B2B and B2C markets. I really excites me join Artificial Intelligence capabilities, low code and Growth product mindset to unlish unique value inside organizations and to go further conquering markets. I enjoy driving the vision with crossfuntional teams for build the next succesfull version, MVP or enhance funtionalities for scaling products and Revenue. My domain areas that let this happen are the following

Artificial Intelligence(IA) & Data Science for Product Management
Business Process Management especialization
Product Management Program NanoDegree
Growth Product Management Program NanoDegree
Data Product Management NanoDegree (DataScience for PM, infraestructure pipelines, Iterative data driven design)
Agile Master certified, OKRCP Certified
Proven training in Software Development Cycle,
Product Analytics: Google Analytics, Mixpanel
Product Design: UX, CX, Design Sprint, Design Thinking, Lean Startup
TechProductManagement (Backend, Frontend, Apis, Model Data, SQL, Cloud)
Digital Marketing (HubSpot, SEO)

Visit my credentials & portfolios here
https://bit.ly/MiPortafolio2023
https://github.com/jcris21/ProductFormula101.git
https://huggingface.co/chriscob21

Experience

Nexusforge.ai
AI Product Manager
September 2023 - Present (2 years 5 months)

- I increased +30% onboarding conversion rate and +80% more efficient cost in ticket support using LLM and Co-design Marketing Automation by implementing AI agentic Qualification MultiAgent (whatsapp-gmal) in CRM ERP Cloud.
- I directed market research of value proposition + MVP Healthtech B2C using quantitative/qualitative techniques with AI copilot discovery for the USA market that achieved traction goals.
- I minimized Launching Cost MVP and accelerated Go to market in 1 week with Cursor, Firebase studio (+80% cost efficiency) integrated with AI agents and Low code: AI Tutor B2B & Knowledge management system through pipelines and RAG architecture Agents. Deployed MVPs-Next.js SaaS AI Product on Vercel/GCP
- I reduced -45% Customer Churn Prediction by 3 core segments with Gen AI data pipeline with ELTP framework with Databricks that tracked Product KPIs and Workflow automation using an Analytics dashboard with Looker Studio.
- I saved +4800 hours/annual job expenses in +10 accounts by launching +10 AI voice solutions outbound/inbound calling +automation, agile management between 4 teams (UX-BI- Engineering-Mkt-sales).
- I impacted ROI 3x-10x designing AI Roadmap prioritization with Agentic system initiatives in Mkt,Sales,Ops,Support.

Technovation
Volunteer Mentor TG
December 2024 - Present (1 year 2 months)

I serve as mentor of talented school girls to build mobile app backed by AI, Geo-reference, OCR to hit ODS this project won as finalist world wide 2025 representing Peru
Link of project details
https://gamma.app/docs/TechSparks-Innovando-por-la-Salud-y-el-Planeta-gdjqbmerwv7y38g?mode=doc

Secretaría de Gobierno y Transformación Digital de la Presidencia del Consejo de Ministros
Datathon Finalist - Express Yourself with Data
August 2024 - November 2024 (4 months)

Datathon aimed to empower citizens in the use of government data to propose innovative solutions.

- I selected public gov datasets , found gaps with analytical tools looker studio and aligned with critical ODS
- I made As-Is system analysis with disposal ecosystem research of problematic and interviews.
- I designed Tobe-Todo MVP as part of 3 integral proposal backed by Artificial Intelligence applications

Euro-Funding
Product Lead- Portal & Platform B2B
December 2021 - May 2023 (1 year 6 months)

Boosting Digital Goverment transformation client and strategic product definition for platform with monthly 5k visits

✔#I boosted automatization and simplications of transactions and process of International ecommerce platform (Single Submission Portal) collaborating with squad   agile methodology through the analyze and implementation of Use cases, data model, SQL, digital forms, testing and deploy of several workflows.
✔#I guided engineers making Tactical the Product Vision covering transactions and business process digitalization for the International ecommerce platform through agile framework and coordinated dependencies with Product Leads.
✔#I successfully coordinated the implementation of KYC workflow verification with biometric checks based on
widget 3rth partner API integration
✔#I successfully used data Science to build MVP established data infrastructure with Data Pipelines, identifying primary data use cases for Data consumers and sources,data points of dataProducers.
✔#I applied SQL analysis techniques that enriched datasets and identified customer pain points(opportunities) which feed hypothesis that launched 3 experiments and validated 1 using SQR Ramping Framework

Juntoz
Product Manager Growth & Integrations-MarketPlace Startup B2B2C
September 2021 - July 2022 (11 months)

• I negotiated sprint goals of 2 key initiatives like StorePickup and Kiosko with corporate executives and defined their scope with lead engineers and Ux Designer getting successfully 3x MRR.
• I orquestrated stakeholders' requirements timely and triage prioritization of bugs that maximized the sprint backlog value according to the OKRs company.

• I contributed with direction and prioritization for 3 squads teams(Web-Backoffice-Core) running scrum ceremonies, user research with Designer and assessing opportunities and risks with business areas
• I prioritized the implementation of marketing automations
• I led payment gateway integrations based on 3rth partner API integration Fintech paytech solutions

Instituto Peruano de Asuntos Públicos, Política y Gobierno
Product Manager B2C- EdTech
April 2021 - October 2021 (7 months)

• I Led the E2E of the upgrade development cycle for two products implementing the Kanban system and adopted
the Experiment Driven Product Development (XDPD) framework using Notion and Jira.
• I created alignment and buy-in around stakeholders consolidating the Go to market strategy based on
Product Lead Growth, positioning and value proposition inputs.
• I discovered insights and pain points through sessions Design Thinking, Customer Journey, Jobs To be Done,
Value Proposition, user person who introduced high value features to the Roadmap
• I identified what constituted a Premium Value for Buyer Persona and translated it into commercial value. I
applied tactics that amplified the Premium Value with the Marketing team
• Developed three dashboards that reported on business growth and helped forecast revenue and market share.

TIProyec
Product Manager - Fintech & SaaS - B2B Products
June 2020 - February 2021 (9 months)
Lima

I defined Value Proposition and MVP for 2 plaforms

1) FINTECH Platform: Salary on demand product, found product Solution Fit with early
adopters in conjunction with business areas and iterated, experiment and learned from user feedback.

2) SaaS Platform B2B: That serves to help Companies to centralize the management of projects and easily present to high direction, track and take desicions according to the status of projects

in both cases
I propused roadmap, product vision and prepared PRD aligning Strategy with product Goal
I made High Fidelity prototype using Figma with Ux Designer and Design thinking sessions
I prioritized and tested user stories for sprint backlog, i applied strategies for boost the productivity of development team, I defined and track OKRs through kanban and burndownchart in Jira Software.

Pontificia Universidad Católica del Perú
Teacher- Agile Project Management
March 2020 - December 2020 (10 months)
Lima

I taught the design and development of prototypes through Design Thinking, Customer Journey, Lean StartUp, agile methodologies (Scrum and Kanban). Achievement: +10 from projects accepted by their sponsors.

Alta BPO
Consulting Outsourcing partner Odoo ERP(Ended by Pandemic)
January 2020 - March 2020 (3 months)

Telefónica
Product Owner- SaaS Customer service & ERP in house
November 2018 - November 2019 (1 year 1 month)
Lima, Perú

I Interacted with users of all levels mapping End to End systems and processes in order to integrate and customize new ERP with SALESFORCE to the user requirements for Business Segments and service delivery.
#I Build flow charts for top use case scenarios. I defined main and alternative scenarios with their expected results.
I collaborated with QA, prepared and validated 100% UAT cases supporting QA developer.
I prepared the User Stories backlog with their Acceptance Criteria and finished for low priority features as deliverable for the agile table of the Cancellation module

Prosegur
Business Analyst
June 2018 - December 2018 (7 months)

Facultad de Gestión y Alta Dirección - PUCP
Asistente de Investigación de la Innovación- Departamento Académico
de Ciencias de la Gestión
May 2017 - May 2018 (1 year 1 month)
Lima, Perú

Banco de la Nación de Perú
Trainee
July 2017 - February 2018 (8 months)

Education

Wharton Online
Fintech Program , Programa Fintech

Pontificia Universidad Católica del Perú
Graduate Science of Management, Gestión de empresas · (2011 - 2018)

Udacity
Data Product Management Nanodegree, Product Management · (September
2022 - December 2022)

Udacity
Program Nanodegree, Growth Product Manager · (April 2022 - July 2022)

Udacity
Nanodegree Program, Product Management · (January 2021 - April 2021)