JOSE MIGUEL LUNA MUGICA
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EDUCATION

COLUMBIA BUSINESS SCHOOL   New York, NY
MBA, Technology Strategy, May 2026   2024-2026
Honors: Columbia Fellow, Forté Fellow, LunaCap Scholar
Membership & Leadership: CMC Fellow, AI Club Co-president, VP of Admissions LGBTQ Club

COLUMBIA SCHOOL OF ENGINEERING AND APPLIED SCIENCE   New York, NY
MS in Engineering, Machine Learning and Artificial Intelligence, May 2026 2024-2026
Coursework: Deep Generative Models, Computer Vision, Reinforcement Learning, Neural Graphic Rendering

TSINGHUA UNIVERSITY   Beijing, China
Master of Management in Global Affairs, Schwarzman Scholars Program, July 2017   2016-2017
Honors & Leadership: Summa Cum Laude | President of Tsinghua University's Latin American Students Association

GEORGETOWN UNIVERSITY   Washington, DC
Bachelor of Science in International Economics, Finance and Commerce, May 2015   2011-2015
Honors & Leadership: Magna Cum Laude | Mexican Students Association President | General Manager at The Corp

EXPERIENCE

APPLE INC.   Cupertino, CA
Engineering Product Manager - Artificial Intelligence & Machine Learning   Summer 2025
- Led development of next-gen AI product strategy based on conducted market research, user studies, and cost-benefit analyses, selected to present to senior leadership (C-suite) and incorporated into Apple's FY26 product roadmap

MERU *(now Pitz)*   Mexico City, Mexico
YC 2021, VC-backed $20M Series A startup building software for automotive aftermarket in Latin America   2021-2024
Head of Product, Data and Tech (2022 - 2024)
- Spearheaded full lifecycle of B2B SaaS platform (pitz.com.mx) by leading UX/UI & PM teams through customer research, prototyping, PRD & roadmap creation, and GTM teams through cross-functional launch plan, gaining 1K+ MAU in < 6 months
- Built in-house Whatsapp AI chatbot for sales team using proprietary data, Llama-Index, Pinecone and advanced RAG methodologies, doubling field sales team daily productivity from 1.5 to 3 acquisitions per day
- Developed Meru's data lake infrastructure (Snowflake, Fivetran) for 10+ sources and led data literacy training to equip >50% of employees with data extraction, analysis and visualization skills (SQL, Tableau, Metabase), reducing BI bottleneck by 90%
- Managed team of 25 Frontend, Backend, QA and DevOps engineers, achieving consistent sprint completion of > 85%, less than 2 production bugs per month, an eNPS of 80 and a 70% reduction in non-payroll spending

Head of Product (2021 - 2022)
- Founded Meru's Product team, implementing best practices such as PRDs & roadmaps (Confluence), agile workflows (Jira), user surveying (BlitzLlama), AB testing (Firebase) & event tracking (Segment), earning team eNPS of 90+
- Drove development of Meru's B2B marketplace by designing and executing a 6 month product roadmap focused on addressing repair shop pain points, collaborating with UX/UI, Tech, Sales and Marketing teams to unlock $5M USD in ARR in < 1 year
- Created database and API service consisting of 7 million auto parts through scraping, cleaning and unifying 20+ sources, powering highly strategic vehicle to auto part compatibility features across Meru's B2B product ecosystem

DELTA AIR LINES AND AEROMEXICO   Mexico City, Mexico
Delta Air Lines employee consulting at Aeromexico   2019-2021
Product Manager - Branded Fares
- Expanded product portfolio with flexibility upsells by conducting customer research & booking flow AB-testing, and leading cross-functional (marketing, pricing and sales) GTM plan, boosting upsell revenue by 35% ($100M USD) YoY
- Programmed Branded Fares upsell algorithm (Python) to automatically adjust upsell amounts depending on shifting demand levels, reducing pricing man-hours by >75% and driving a 20% growth in premium revenue

ADDITIONAL INFORMATION

Technical Skills: Product Management & Design (Jira, Confluence, Figma) | App Dev (Flutter, Ruby, JS, CSS, HTML, Replit, Lovable) | Data Analytics (SQL, Tableau, Metabase) | AI & ML (Python, PyTorch, Sci-kit Learn, Tensorflow, RAG, Vector DBs)
Entrepreneurship: Founder of SIVICO, an AI-powered citizen information and engagement platform (www.sivico.org)
Certifications: LeWagon Full Stack Web Development Bootcamp (2020) | LeWagon Data Science & AI Bootcamp (2023)
Languages: Spanish - Native | Mandarin Chinese - Working proficiency | French - Intermediate
Volunteering & Interests: LGBTQ+ NGO fundraising | Hyrox & Spartan Races | Scuba Diving | Beer brewing | Trail running