JOSE RAFAEL GARCIA CASTRO

Queretaro, Mexico |+52 55 79449672 | joserafael1990@hotmail.com
https://www.linkedin.com/in/jose-rafael-garcia-castro-0783836b/

AI & Data-Driven Product Leader with 10+ years scaling digital platforms across retail, e-commerce, and fintech. Proven success leading AI-powered, cloud-native, and data-centric products serving Fortune 500 clients and millions of users across the Americas. Directed TADA and Beerhouse (AB InBev), driving 2.5M annual orders (~$37M GMV) and 90K MAU; led computer vision initiatives at Trax Retail and marketplace innovation for Falabella Group in 7 countries. Combines a technical background in Computer Science with an Executive MBA to bridge business strategy, AI, and engineering execution.

PROFESSIONAL EXPERIENCE

TRAX Retail   (Jan 2024 – Present)
AI-powered computer vision for retail execution
Sr. Solutions Engineer – Americas
Responsible for design AI solutions to CPGs
- Led AI-driven product initiatives for Fortune 500 CPG clients across the Americas, leveraging computer vision and supervised learning to deliver real-time shelf insights
- Partnered with data science and engineering teams to align product requirements with model performance, improving recognition accuracy and time-to-market.
- Improved RFP efficiency by 90% through strategic use of Generative AI tools, freeing time for commercial and innovation initiatives

AB InBev / Grupo Modelo   (Aug 2024 – Jan 2024)
World's largest brewery
Head of Product – Direct to Consumer
Responsible the direct-to-consumer Division (TaDa and Beerhouse)
- Directed product vision for two flagship D2C platforms — TADA and Beerhouse — generating 2.5 M annual orders (~$37 M GMV) and engaging 90 K monthly active users.
- Unified cross-functional OKRs through Amplitude insights, driving 200 % order growth and improving app ratings from 3.0 → 4.8 stars.
- Led build-vs-buy evaluations leveraging AWS Cloud for scalability and cost optimization.
- Scaled and coached 50 + cross-functional professionals (engineering, design, data, architecture) across multiple markets, boosting delivery efficiency by 120 %.

Falabella Group / Linio   (Jul 2018 – Aug 2021)
Major Latin American E-commerce
Group Product Manager – Corporate Marketplace
Owner of the Seller's platform
- Owned the marketplace product portfolio across 3 business units (Falabella, Sodimac, Linio) in 7 countries across LatAm.
- Spearheaded new functionalities and integrations using microservices architecture, improving system response by 300 %.
- Designed and launched third-party plugins (Shopify, Vtex, Channel Advisor), enabling onboarding of strategic sellers across the region.

Citibank Mexico   (May 2017 – Apr 2018)
Financial services
Technical Integrator
Overseeing technical projects at the embossing and delivery system
- Led large-scale bank database migration, improving performance and security with minimal downtime.
- Coordinated cross-border teams (Mexico & U.S.) to ensure SDLC and regulatory compliance for core banking projects.
- Trained 200+ consultants on waterfall and agile methodologies to standardize project delivery across business units.

AMHI International   (Nov 2012 – May 2017)
Holistic medicine association
Product Manager
Responsible to drive innovation at the organization
- Developed an e-commerce and ERP platform from scratch, increasing sales by 100% and student enrollment by 200%.
- Oversaw product design, technical development, and marketing rollout for the organization's online education platform.

EDUCATION
- **Executive MBA,** Universidad Internacional de la Rioja, 2022
- **Specialization in Digital Transformation**, Universidad Internacional de la Rioja, 2022
- **Diploma in Project Management,** Tecnológico de Monterrey, 2018
- **Bachelor's in Computer Science Engineering** ,Universidad Nacional Experimental del Táchira, 2015

CORE SKILLS
- Product Strategy & Leadership
- Product vision & roadmap ownership, executive stakeholder alignment
- OKRs / KPIs definition, go-to-market strategy, and cross-functional leadership (Tech, Data, Design, Commercial)
- Build-vs-buy analysis, vendor negotiations, cost optimization

AI & Data-Driven Product Management
- Computer vision, supervised learning, data pipeline optimization (training input & validation)
- Product analytics & experimentation: Amplitude, GA4, Power BI, SQL

Technology & Platforms
- API ecosystems, microservices, cloud-native product environments
- E-commerce, payment systems, marketplace platforms (Shopify, Vtex, Channel Advisor)

Methodologies & Tools
- Agile, Scrum, SDCL, Jira
- OKRs, Product discovery

Languages: Spanish (Native) | English (Fluent) | Portuguese (Fluent)

CERTIFICATIONS & AWARDS
- Certified Scrum Master & Product Owner
- Google Professional Certificate in Data Analytics
- Software Product Management Specialization
- Data for Product Managers
- Microsoft Certified Professional (Server Virtualization)
- Microsoft Imagine Cup Worldwide Finalist
- U.S. Department of State Leadership Scholarship