JOSE RAFAEL GARCIA CASTRO

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Lead Technical Product Manager & Fintech Infrastructure Specialist with 10+ years scaling API-first payment platforms and digital systems across Latin America. Proven success driving end-to-end delivery of high-impact payment infrastructure (real-time processing, core banking, APIs) in regulated financial ecosystems. Deep expertise in SDLC/Agile methodologies and translating regulatory (e.g., Mexico's Banxico/SPEI) and operational requirements into clear, scalable product initiatives. Combines a Bachelor's in Computer Science Engineering with an Executive MBA to bridge platform strategy, technical roadmap ownership, and execution excellence.

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)
- Defined platform vision and roadmap for two high-volume D2C platforms, using data and KPIs (e.g., error rates, up-time) to drive continuous product performance monitoring.
- Unified cross-functional OKRs through Amplitude insights, driving 200 % order growth and improving app ratings from 3.0 → 4.8 stars.
- Identified and championed key platform improvements to reduce technical debt and boost observability, resulting in a 300% reduction in system response time (latency).
- 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 and defined the API product specifications for launching third-party integrations (Shopify, Vtex) to enable scalable seller onboarding, improving developer experience.
- Spearheaded new functionalities and integrations using microservices architecture, improving system response by 300 %.
- Led a technical team of 20+ engineers across multiple squads to define and groom detailed user stories and technical requirements for core platform enhancements.

Citibank Mexico   (May 2017 – Apr 2018)
Financial services
Technical Integrator
Overseeing technical projects at the embossing and delivery system
- Spearheaded the release management of five major projects, directly addressing system reliability, resilience, and operational health, while coordinating technical delivery across 10+ teams.
- Coordinated cross-border teams (Mexico & U.S.) on the SDLC and regulatory compliance for mission-critical core banking systems in Mexico.
- 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
- Platform Product Management & Technical Leadership
- Product vision & roadmap ownership, executive stakeholder alignment
- Roadmap & Vision Ownership (feature level), KPI/Metrics Development,
- Build-vs-buy analysis, vendor negotiations, cost optimization
- Geographic & Regulatory Expertise

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
- Deep expertise in Payments Infrastructure, Real-Time Payments, and APIs (including developer documentation and lifecycle management). Cloud-native environments (AWS experience), Microservices architecture, and Transaction Processing Systems.
- E-commerce, payment systems, marketplace platforms (Shopify, Vtex, Channel Advisor)

Methodologies & Tools
- Advanced SDLC/Agile (Scrum, Kanban), User Story Grooming/Acceptance Criteria, Product lifecycle management, 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