

JOSE RAFAEL GARCIA CASTRO

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Staff Product & Growth Leader with 10+ years scaling high-volume digital platforms across e-commerce and fintech. Expert in A/B testing, funnel optimization, and data-driven experimentation to drive scalable user acquisition and retention. Directed AB InBev's platforms, achieving 200% order growth and maximizing LTV across 2.5M annual orders (\$37M GMV). Combines a technical background in Computer Science with an Executive MBA to bridge growth strategy 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 2021 – Jan 2024)

World's largest brewery

Head of Product – Direct to Consumer

Responsible the direct-to-consumer Division (TaDa and Beerhouse)

- Owned the end-to-end Growth Funnel (Acquisition to Retention) for two flagship D2C platforms, generating 2.5M annual orders (\$ \$37M GMV).
- Unified cross-functional OKRs through Amplitude experimentation, driving 200% order growth and improving app ratings (3.0 → 4.8) via continuous A/B testing on key user journeys.
- Led technical scaling evaluations (AWS Cloud) to support high-volume, cost-optimized customer acquisition and activation funnels.
Defined and managed Growth-centric OKRs and KPIs (Conversion, Retention, LTV) across engineering, data, and commercial teams, boosting execution 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.
- Led technical scaling initiatives using microservices, improving system response by 300% to support high-volume seller acquisition and onboarding flows across Latam.
- Designed and launched third-party plugins (Shopify, Vtex, Channel Advisor), enabling scalable acquisition of strategic sellers to drive marketplace liquidity.

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
- **Bachelors 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

Growth Funnel Optimization & Experimentation

- Computer vision, supervised learning, data pipeline optimization (training input & validation)
- A/B Testing & Product Analytics: Deep expertise in Amplitude, GA4, Power BI, and SQL to generate hypotheses, run rigorous experiments, and analyze commercial outcomes (e.g., Conversion, LTV).
- Growth Strategy & Leadership: Ownership of OKRs/KPIs (e.g., CAC, LTV, Retention), go-to-market strategy, and cross-functional leadership (Tech, Data, Design, Commercial).

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