**JOSE RAFAEL GARCIA CASTRO**

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Commercial Product Strategy & Payments Leader with 10+ years scaling digital platforms across Fintech/Financial Services, e-commerce, and retail in the Americas. Proven success leading data-driven and cloud-native solutions, specifically focused on B2B/Corporate Solutions (marketplaces, payments, core banking) and achieving significant revenue targets across North LAC. Successfully directed two flagship D2C platforms (AB InBev), generating $37M GMV and 2.5M annual orders, and led marketplace innovation for Falabella Group in 7 countries. Combines a technical background in Computer Science with an Executive MBA to bridge product strategy, commercialization plans, 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, resulting in $37M GMV and 2.5M annual orders, with P&L accountability and a focus on achieving defined revenue targets.
* 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**

* Commercial Product Strategy & North LAC Leadership
* Product vision & roadmap ownership, executive stakeholder alignment
* OKR/KPI definition, End-to-End Go-to-Market Strategy, Commercialization Plans, and Strategic Selling Support for North LAC markets.
* 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, Commercial Payment Systems, Marketplace platforms (Shopify, Vtex, Channel Advisor), API ecosystems, and microservices architecture.

**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