

Martín Bustos Leal

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PROFESSIONAL SUMMARY

Digital Product Owner with 6+ years at P&G leading scalable, data-driven products across IT, sales, and analytics. Strong experience with Salesforce, agile delivery, and stakeholder management in retail environments. Delivered mobile applications to 600+ users and managed digital initiatives across 3 markets, achieving 27% efficiency improvements. Completing a MSc in Business Analytics at UCL, specializing in AI-powered solutions and predictive modelling. Seeking opportunities in Product Management, Product Ownership, Data Analytics or Strategic Planning where to leverage technical expertise and business acumen to drive data-informed decision-making and product innovation.

PROFESSIONAL EXPERIENCE

PROOFofBRAND Agency, London, UK

May 2025 - Aug 2025

Data Analytics & Product Consultant

- Designing end-to-end social media engagement metrics pipeline enabling smart contract-based payments.
- Architecting data ingestion from APIs (Instagram, X/Twitter) with Python and N8N workflows.
- Implementing AI-powered chatbot and NLP to process unstructured data into JSON for contract validation.
- Building cloud infrastructure using GCP for scalable data warehousing.
- Creating SQL query generation and interactive dashboards using dbt-generated models.
- Implementing Google Apps Script-based webhook integrations for automated data collection.
- Automating contract workflow and webhook-based data storage.

Procter & Gamble, Santiago, Chile

Jun 2018 - Aug 2024

Senior Digital Product Owner

Aug 2022 - Aug 2024

- Owned digital data foundation product strategy across Chile, Peru, and Colombia, coordinating with regional business goals and reducing manual effort by 27% through process digitization.
- Led data operations team across three markets, ensuring data quality exceeded 95%, directly ensuring reliability of business intelligence tools for sales leadership.
- Managed a portfolio of digital product initiatives and IT solutions aligned with Chile Sales Team priorities, driving operational efficiency and enhancing commercial execution.
- Defined and delivered a data ingestion framework for scalable, self-service analytics and real time visibility for operations team.
- Spearheaded community leadership for the IT function across Chile, Peru, and Colombia, increasing organizational engagement and contributing to a wellbeing score above 80% in internal surveys.
- Designed and launched a digital upskilling roadmap, enabling over 30% of sales employees to adopt new tools and revamp digital fluency through tailored training modules.

Local Product Owner

Mar 2020 - Jul 2022

- Acted as Local Product Owner for a new in-store execution mobile app built on Salesforce, defining product vision, prioritizing backlogs, and aligning business and technical stakeholders leveraging agile methodologies.
- Led end-to-end delivery and rollout of app to over 600 field users, driving adoption and delivering significant improvements in execution tracking.
- Designed and implemented Salesforce-based analytics dashboards for commercial and operational teams, providing real-time performance insights and improving decision-making efficiency.
- Ensured data integrity and seamless integration by managing point-of-sale (POS) data pipelines and maintaining above 90% master data quality, enabling accurate reporting and business planning.

- Delivered customer data integration projects, increasing data accessibility across systems and improving cross-functional alignment.
- Partnered with stakeholders across departments to simplify, digitize, and automate key business processes and reporting workflows, resulting in up to 90%-time savings.

Supermarkets Operations Manager

Feb 2019 - Feb 2020

- Led operations for supermarket channel, overseeing execution for 25% of national sales and ensuring compliance with SLAs and commercial agreements.
- Trained and managed third-party merchandising agencies, improving in-store execution and operational consistency.
- Monitored key executional KPIs and aligned commercial activities with strategic business goals, enhancing retail performance and visibility.

Supermarkets Sales Intern

Jun 2018 - Jan 2019

- Developed a commercial and logistics model for local convenience store to enhance operational efficiency.
- Created internal visibility reports for promotional activities to support decision-making.
- Designed and maintained a competitive analysis report, providing key insights on market trends.
- Prepared weekly business status reports with multiple perspectives to support strategic planning.

EDUCATION

University College London, London, UK

Sep 2024 - Sep 2025

MSc in Business Analytics

- **Relevant Modules:** Programming, Marketing Analytics, NLP, Machine Learning for Business, Predictive Analytics, Operations Analytics.
- **Key Projects:** Built predictive CLV models, applied ML for sales forecasting, integrated LLMs for AI research assistants.

Adolfo Ibanez University, Santiago, Chile

Mar 2014 - Dec 2018

Industrial Civil Engineering

- **Capstone:** Promotional Tracking Tool using Salesforce and Power BI for P&G Sales & Marketing teams.

SKILLS

- Languages: Spanish (Native), English (Fluent - IELTS 8.0)
- Programming, Data Analytics & Visualization: Python, R, SQL, Power BI, Tableau, Knime, Matplotlib
- Machine Learning & AI: Supervised and Unsupervised Learning, Time Series Forecasting
- Project Management: Agile Methodology, Product Ownership, Stakeholder Management
- Tools & Platforms: Excel, Power Point, Jira, Salesforce, Google Cloud, AWS Lambda, API Connections

CERTIFICATIONS

- CRM: Salesforce Certified Administrator 2020 (ID 21607236)
- Registered Scrum Product Owner 2021 (ID#RPO-0559953)

EXTRACURRICULAR ACTIVITIES

- Camden Philharmonia Orchestra: Active member playing the French Horn.
- UCL Cycling Society: Participated in weekend group rides.
- PEAC Triathlon Club: Completed half-marathons (Best Time: 1:44) & Olympic Triathlon (Best Time 2:51).