

Marvin Nahmias

CTO - VP Engineering, Software Development, Product Growth & Innovation

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SUMMARY

Results-driven technology executive with over several years of experience leading technology and software development, engineering, innovation, and product teams in global firms across Fintech, CPG, and hospitality industries. Proven expertise in reorganizing teams, fostering cultural change, implementing agile methodologies, and delivering successful projects. Demonstrated track record of enhancing operational efficiency, boosting revenue, and driving innovation. A visionary leader passionate about harnessing technology to catalyze business growth, and always driving people's culture first.

WORK EXPERIENCE

Broxel, Mexico City, MX - Miami, FL

SVP B2C & Product Technology UX

May 2022 – Present

- Pioneered the development and deployment of the industry's first AI-driven chatbot for customer service, onboarding, and function intent calling within six months, exclusively using conversational AI as an interface.
- Strategically revamped Product, Technology, and UX teams into independent multidisciplinary squads, elevating sprint throughput by 30% and reducing bugs by 25%.
- Orchestrated a game-changing 3-month Rolling Roadmap, squad and sprint redesign, transitioning the company to major, minor, and hot-fix releases, thereby enhancing visibility and prioritization by 80%.
- Achieved impressive customer base growth - 2x in Mexico and 11x in the US within the first half of 2023.
- Pioneered the Culture 10x Strategy, restructured the company's organization, and introduced innovative employee compensation mechanisms, resulting in a 35% drop in employee turnover and a 20% upswing in filled positions.
- Executed successful hypothesis testing, segmentation analysis, and advanced analytics algorithms, slashing signup drop-offs from 65% to 15% and boosting user engagement by 30%, translating into an average 8% uptick in transactional revenue.

The American School Foundation, Mexico City, MX

Member of the Board of Trustees Technology and Communications

September 2022 – Present

- Spearheaded a comprehensive overhaul of the yearly plan and board charter, with a particular focus on technology and communications, ensuring the seamless execution of vital projects.

BINEO Digital Bank - Grupo Financiero Banorte, Mexico City, MX

CTO - coFounder

July 2020 – May 2022

- Architected the initial business plan, organized the entity, and devised the complete technology and data infrastructure, software development, and data analytics framework for the first digital full bank, accomplishing it in under nine months.

- Built the digital bank's workforce, hiring 120 professionals ahead of schedule in just three months.
- Masterminded the coordination of banking license permits, full bank documentation, QA, and UAT testing, leading to the acquisition of the banking license in less than eight months.
- Streamlined regulatory compliance, reducing time-to-resolution for banking license issues by 40% through effective production testing.
- The banking license was awarded in late May 2022 by the CNBV in Mexico, as the 67th bank in the country.

Grupo Lala, Mexico City, MX

Global CTO - VP Head of Innovation, Solutions & Transformation

July 2017 – July 2020

- Successfully amalgamated IT, Innovation, Transformation, and Contact Solution Centers into an agile organization within 11 months, reducing operating costs by 5% and elevating employee experience metrics by 15%.
- Designed architecture, software development, and processes for pre-sale, van sale, and major chain commercial channels, generating a 12% boost in overall sales within a year.
- Trimmed operational costs by 10% for Customer Service and Internal IT Service Desk while elevating Customer and Internal Satisfaction Survey scores by 25%.
- Modernized systems and processes in the supply chain, planning, employee experience, distribution, R&D Innovation, backend financial, and ERP services, leading to a 15% decrease in total cost of ownership and a 25% improvement in agility and execution KPIs.
- Pioneered the use of biotech and exponential technologies to develop plant-based non-dairy products as an innovative addition to the company's product portfolio.

Coca Cola FEMSA, Mexico City, MX

Global VP & Head of CoE Technology Innovation and Advanced Analytics

March 2015 – July 2017

- Established and executed Centers of Excellence for Technology Innovation and Advanced Analytics (AI/ML) on a global scale.
- Led the design and execution of architecture, software development, and processes for pre-sale, van sale, and major chain commercial channels, resulting in an 8.5% surge in overall sales in Mexico within eight months.
- Orchestrated the adoption of IoT standards, metrics, and systems for refrigeration across more than 12 bottlers, leading to an 8-11% reduction in distribution and commercial administration costs.
- Successfully executed multiple technology innovation projects, facilitating the adoption of 8 full track platform projects in less than 14 months.

PagaTodo, Mexico City, MX

VP Technology & Software Development

July 2013 – March 2015

- Directed global operations, implemented new Dev/Ops practices, evolved IT and Technology Business Models, and managed regulatory relations and certifications.
- Designed, coded and managed a team of amazing engineers for the new version for the app, incrementing performance by 40% and reducing churn by 10% in the first 6 months.
- Launched the CISO and Security teams and played a pivotal role in M&A initiatives.

ExtendedSuites, Mexico City, MX

CTO / CPO - coFounder

October 2009 – July 2013

- Conceived the business plan, established the organization, and designed the complete technology architecture, software development, and data analytics infrastructure for an extended stay hotel concept in Mexico.
- Managed technology operations for 14 hotels over a 4-year span.

Santander Consumer Finance - Financiera Alcanza, Mexico City, MX

CTIO - VP Technology coFounder

January 2004 – October 2009

- Spearheaded the development of the initial business plan, organization, full technology architecture, software development, and data analytics for the consumer credit regulated entity.
- Secured the 2nd national consumer credit regulated license, resulting in 600,000 credits issued with less than a 3.5% account default rate.
- Managed technology and systems for the company, achieving year-over-year savings of around 6%.
- Facilitated the technology and operations aspects of the M&A process with Grupo Santander in 2008, culminating in the 100% sale of the company to the Financial Group.

Verizon, New York, Palo Alto, Boston, Texas, USA

Executive Director - IT Strategy, Security & Software Development / Member of Technical Staff / Executive Rotation Program

January 1995 – January 2004

- Oversaw global sourcing initiatives and software development, initiated the BPO Software Practice, and spearheaded technology strategic planning for IT funding.
- Supervised a team of over 1,500 professionals worldwide, overseeing the remarkable growth of the India subsidiary from 80 to 2,300 employees in three years.
- Pioneered alternative means of IT funding through strategic business cases, securing \$117M in the first year and \$350M in subsequent years.
- Led a substantial security team responsible for securing systems at the application and network levels, serving as the head of cyber-security coordination during union contract negotiations.

EDUCATION

Cornell University, Ithaca, NY

Masters of Engineering – Electrical, Network & Systems Engineering

Instituto Tecnológico de Estudios Superiores de Monterrey, State of Mexico, MX

Bachelors of Engineering – Electrical, Telecommunications & Systems Engineering

SKILLS

Software Architecture, development & systems design

IT, Strategy & Planning, Technology Ops, DevSecOps & SRE

Cloud (Azure, GCP & AWS), Telecommunications & Advanced Networking

Start-ups, entrepreneurship and Board Advisor

Product Management & UX Design

Data Engineering, Data Architecture, Data Master Government & Advanced Analytics
Intermediate AI/ML system design and Prompt Engineering
FinTech, CPG, Hospitality & e-commerce
Innovation & Transformation
Culture and Change Management, Employee Experience

OTHER

Dual citizen: US and Mexico
Languages: English and Spanish