

**Rodrigo Rosas Valdés**  
**19/06/1989**  
**Mexican, single, 29 years old**

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### **Professional Overview:**

Motivated and skilled professional with more than 6 years of experience and a proven record managing E-commerce, IT and Digital projects from concept to completion and support. Strong business analysis and product management skills, including analytical thinking, creative problem solving and self-learning. Passionate about technology, e-commerce and the digital industry. Always looking for the last tendencies, technology and practices to help achieving business goals.

### **Academic information:**

- B.S. Business and Informatics – Tecnológico de Monterrey (ITESM) Campus Santa Fe (August 2008-December 2012)
  - CENEVAL award for excellence performance.
- High school degree – Tecnológico de Monterrey (ITESM) Campus Santa Fe (July 2008)

Agile Project management trainings and certifications including SCRUM and Kanban.

### **Professional Experience:**

#### **Digital Projects Engineering Leader**

**Volaris** – September 2016 - Present

*Volaris, is an ultra-low-cost airline, with flights in Mexico, United States, and Central America. Volaris offers cheap plane tickets and a vast choice of options and products for customers to personalize their flights.*

Reports to: Digital and Marketing Director  
Direct reports: 2 internal, 5 outsource, (42 resources in total).

#### **Main responsibilities:**

- Manage the complete product/system development process, from concept to completion which includes business analysis (understand business needs, align them with technological solutions), project management, product architecture, development, QA, compliance and support.
- Define the Digital area technological strategy, search for new tendencies in the travel and IT industries to help satisfy business needs applying technology.
- Analyze E-commerce platforms data to understand the Volaris customers and applications behavior to develop new ideas, products and to improve the current customer journey and user experience.
- Manage all the changes in the main reservation system of Volaris which affects all e-commerce platforms like volaris.com, mobile apps, mytrips.volaris.com, vpass.volaris.com, chatbots and external connections.

- Define, manage and execute the Quality assurance (QA) strategy for volaris.com and other applications which includes automated, manual, performance, regression and security testing.
- Manage external providers relationship.
- Manage the communication between technical providers and the commercial area from Volaris.
- Align the different internal Volaris stakeholders to coordinate projects, requirements and the different activities

#### **Achievements:**

- Improve volaris.com funnel conversion (+7pp) and desktop conversion(+2pp) by redesigning the whole website and doing a performance update on the site. (performance upgrade project).
- Improve volaris.com sales conversion by working together with Digital Performance and customer analytics teams to improve the overall user experience of the webpage by applying multiple hypothesis via AB tests.
- Improve responsive site volaris.com conversion (+1pp) by upgrading the performance for mobile applications and applying multiple changes in the responsive user experience.
- Lead and align the Chatbot integration to Volaris platforms.
  - Create an e-commerce platform, customers can purchase flight tickets through the chatbot.
  - Create a customer service platform.
- Design, create and manage the first travel subscription vpass.volaris.com, a platform that allows customers to have a flight ticket each month.
- Product/software process re-engineering. Transform the complete development internal process to be able to deliver new functionalities faster, optimize resources and quality.
- Design, develop and manage the new post booking platform of volaris (mytrips.volaris.com), where customers can do their check in, add extras to their reservation, confirm payments and others.
- Increase the ancillary product portfolio in Volaris.com and Mobile applications, increasing the ancillary up to more than \$500 MXN per passenger.
- Fully apply agile methodologies to improve deliverables to volaris.com, reduce deliver times, improve resource management and keep track of the team's performance.

#### **E-Commerce Business Partner Specialist**

**Volaris** – April 2015/September 2016

Reports to: Commercial Business Partner Manager

Direct reports: 1 internal, 2 outsource, (11 resources in total).

#### **Main responsibilities:**

- Manage the main e-commerce platform, process all the change request to the different systems and evaluate the impact of the changes.
- Do the analysis of the different projects or requests. Align the business needs and create technological solutions to satisfy them.
- Manage projects from concept to completion which includes analysis, architecture, development and testing.

#### **Achievements:**

- Lead the CMS implementation project to enable volaris.com to be fully customizable.
- Manage the new Mobile applications for iOS and Android project, design and lead the entire project from concept to the final product.
- Multiple payment forms integration to the different e-commerce platforms. (Paypal, Visa Checkout, Masterpass and others)
- Integrate OTAs to Volaris reservation system, to enable them to sell volaris flights and ancillaries.
- Increase the ancillary product portfolio in Volaris.com and Mobile applications, increasing the ancillary up to more than \$350 MXN per passenger.

#### **Commercial Business Partner Analyst**

**Volaris** – April 2013/April 2015

Reports to: Commercial Business Partner Specialist  
Direct reports: 0

**Main responsibilities:**

- Do the business analysis of all the requirements to the commercial area. Align business needs with technological solutions.
- Create and manage development requests to the different development teams.
- Manage internal testing, align volaris commercial area with the IT processes.
- Follow up internal Volaris commercial team with their requirements, tickets and comments.

**Achievements:**

- Start using agile methodologies to organize the daily work, improve communication and follow up processes.
- Align commercial area business needs with the IT systems and platforms.

**Project Leader**

**Bluemessaging** - June/December 2012

*Bluemessaging is a technology company that offers multi-channel communication platforms. Machine learning platforms to enable companies to connect with their customers.*

Reports to: Sr. Project Leader

**Main responsibilities:**

- Align business needs with the company platform.
- Develop communication forms depending on the special client's requests.
- Follow up with implementations and on demand solutions.
- Be the main point of contact with the company's clients and manage the relationship with customers.

**Achievements:**

- Design and create new forms with the company's second biggest client.
- Redesign platforms to fully satisfy customer's needs.

**Certifications**

- Scrum Master Certified – SCRUM Study, License: 83104

**Languages**

- Spanish: Native
- English: Writing (Advanced), Speaking (Advanced) – TOEFL ITP 573
- German: Basic – Deutsches Sprach Diplom B1

**Others**

- Project Management/Agile Project and Software Development.
- HTML, CSS, JS.
- Programming Languages: Java, PHP, Ruby on Rails.
- Knowledge in multiple CRM/CMS and Email Marketing tools.
- UX/UI, digital experiences.
- E-Commerce best practices, SEO, Analytics.