SANTIAGO COSENTINO, ENG.

Software & Product Strategist – Tech and Human leader
Engineer – Computational simulation expert

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Buenos Aires, Argentina Italian and Argentinian nationality

ABOUT ME

I'm a product-oriented engineer with 8+ years of experience building and leading cross-functional teams at the intersection of technology, data, and sustainability. With a strong background in systems engineering, data architecture, and product development, I have led 0-to-1 product initiatives, scaled SaaS platforms, and guided technical strategy for startups and public-private sector projects across Latin America.

My work bridges **technical execution and strategic vision**—from founding and leading an early-stage platform (TRIBES), to owning the roadmap of a large-scale electromobility management system (ZEE), to advising on sustainable transport and energy models for global organizations like the WBG and UN. Fluent in the language of engineers, designers, and stakeholders alike, I thrive in agile, fast-paced environments where **data informs every decision** and innovation is a constant.

I offer a unique blend of **technical expertise**, **product strategy**, and **leadership**, with a strong track record of bridging **engineering**, **user needs**, and **business objectives** in **complex**, **fast-paced environments**.

EXPERIENCE

Product & Data Strategy
07/2024 - Present

Independent Consultant – Multiple Clients
Argentina

Advised early-stage startups, tech founders, and digital product teams on strategy, discovery, and scalable platform design. Translated business objectives into actionable product requirements, supporting data-driven decision-making and MVP execution.

- **Led product discovery processes** including stakeholder interviews, user story development, and feature scoping across various domains.
- **Designed data architectures** for early-stage platforms, including cloud-native storage solutions, ETL pipelines, and BI readiness.
- Supported **Lean Canvas modeling** and feature prioritization using RICE and MoSCoW methods to align MVPs with technical feasibility and market needs.
- Helped teams define **technical roadmaps and architecture decisions**, especially for platforms with heavy analytics and real-time data needs.
- Enabled effective **data visualization and KPI tracking** strategies through BI tool integration and dashboard design for executive reporting.

Key Tools & Methods:
Agile Discovery · Product Roadmapping · PRD Writing · Customer Journey Mapping · RICE & MoSCoW Prioritization · Lean Canvas · Figma · Miro · Python · SQL · Power BI · Cloud Data Warehousing (GCP, Azure)

Product Owner - SaaS Platforms
04/2022 – 04/2024

VEMO | EV Tech & Mobility SaaS
Argentina, Colombia, Mexico

Led the end-to-end product lifecycle of **ZEE (Zero Emission Ecosystem)**, a multi-tenant **B2B SaaS platform** for real-time EV fleet and infrastructure management. Delivered a scalable solution supporting +2,000 electric vehicles and +700 smart chargers, translating **business goals and user needs** into actionable product features.

- **Owned the product roadmap**: Defined quarterly OKRs and delivery milestones aligned with business strategy and client needs.
- **Gathered and prioritized requirements**: Created and refined **user stories**, **epics**, and **acceptance criteria** based on internal stakeholder input, field feedback, and analytics.
- **Led Agile teams (Scrum)**: Managed cross-functional squads (9+ developers, QA, UI/UX) using **Jira** and **Azure DevOps**; facilitated ceremonies and sprint planning.
- **Oversaw integrations**: Managed **real-time data ingestion** from CAN (J1939/J1979), GPS, telematics, and **OCPP 1.6/2.0 chargers** via microservices and REST APIs.
- **Shaped analytics strategy**: Defined product KPIs and collaborated with BI to implement Power BI dashboards, data models, and reporting layers.
- **Launched value-add features**: Led discovery and implementation of Driver Scoring System, vehicle diagnostics, infrastructure monitoring, and automated alert systems.

Key Tools & Methods: Agile (Scrum) · User Story Mapping · Jira · Azure DevOps · Backlog Management · PRD Writing · PostgreSQL · Python · Power BI · Grafana · REST APIs · SaaS · Stakeholder Engagement · Telematics · IoT Integration · EV Mobility

SKILLS & TOOLS

Team Management • Team Formation
Agile Methodologies • SCRUM Ceremonies
B2B SaaS • Consultancy • Presentation skills
Product development • Data Science
Python • Power BI • SQL/PostgreSQL
Computer Simulation • MATLAB/Simulink
Git/GitHub • Google Cloud Platform •
Azure DevOps • Office 365 •

ACHIEVEMENTS

Product Prototyping and Creation

Co-creator of ZEE software for Sustainable Transport Ecosystems

Formation and Growth of Tech start-ups

Key player in the creation and expansion of the Technology Department at VEMO, contributing to a growth of over 60 employees in 2 years.

Principal Engineer and leader at 35South, a niche consulting firm specializing in sustainable transportation and energy. Creator of many of the company's technological and analytical tools.

LANGUAGES

Spanish — Native

English — Advanced

SOCIAL NETWORKS

LinkedIn
GitHub
Google Cloud

EXPERIENCE

Head of Engineering – Electronics, R&D & Automation
04/2021 – 04/2024

VEMO | EV Tech & Mobility SaaS

Argentina, Colombia, Mexico

Built and led VEMO's Engineering Department for hardware, automation, and applied R&D, driving the architecture and implementation of EV monitoring systems and predictive simulation tools. Worked across disciplines to unify data pipelines, electronics, and operational intelligence for smart mobility infrastructure.

- Designed and scaled the **vehicle data ecosystem**, integrating CANbus protocols (SAE J1939/J1979), GPS, and smart charging telemetry (OCPP 1.6 / 2.0).
- Led the development of **battery modeling tools** to estimate SoH (State of Health), degradation, and thermal performance under urban driving conditions.
- Developed **ETL frameworks and data pipelines** to consolidate real-time and batch data from diverse sources into a unified data warehouse for analytics.
- Coordinated across SRE and Data teams to ensure **multi-client cloud infrastructure** and BI tools like Power BI and Grafana delivered actionable insights.
- Spearheaded the automation of **data ingestion** and **monitoring systems** to support predictive maintenance, fleet optimization, and driver behavior analytics.
- **Recruited, mentored, and led cross-functional teams** in electronics, software, and modeling—creating scalable processes and engineering culture.

Key Tools & Tech:
Python · MATLAB/Simulink · Azure · PostgreSQL · ETL Pipelines · Cloud Infrastructure · CANbus (J1939, J1979) · OCPP 1.6/2.0 · SQL · IoT Systems · Power BI · Grafana · SaaS Integration · Vehicle Simulation · R&D Management

Principal Engineer & Team Lead – Simulation & Product Engineering
06/2020 – 06/2021

35 South - Engineering Consultancy for Transport & Energy

LATAM

Led multidisciplinary simulation and engineering teams for public infrastructure and transportation projects across Latin America. Delivered data-driven solutions for sustainable mobility, traffic optimization, and logistics planning through advanced computational modeling.

- Directed the end-to-end lifecycle of simulation projects in **transport planning**, **freight logistics**, and **smart mobility**, from discovery to delivery.
- Spearheaded international collaborations with clients in **Chile, Argentina, Colombia, and Peru**, delivering high-impact, cost-optimized technical proposals.
- Integrated **data analytics and geographic modeling** using tools such as Python, Power BI, and ArcGIS to support decision-making for major infrastructure bids.
- Engineered simulation scenarios and performance models for **urban traffic flows**, **rail network feasibility**, and **logistics hubs**, supporting multimillion-dollar public tenders.
- Acted as technical liaison between clients, field engineers, and product consultants, translating stakeholder requirements into actionable engineering roadmaps.
- Mentored junior engineers and analysts, establishing documentation and QA standards for simulation model deployment.

Simulation Engineer – Transport Modeling & Infrastructure Analysis
03/2017 – 06/2020

35 South - Engineering Consultancy for Transport & Energy

LATAM

Supported technical bids and urban mobility projects by developing high-fidelity transport simulation models. Contributed to the design and evaluation of public infrastructure solutions in Latin America using computational methods and data-driven analysis.

- Developed detailed transport simulations to assess traffic dynamics, public transit capacity, and multimodal infrastructure feasibility.
- Performed **data preprocessing, spatial analysis, and parameter calibration** for traffic models supporting high-impact urban planning studies.
- Collaborated on **cross-national tenders and research initiatives** in Chile, Argentina, and Colombia focused on sustainable mobility and energy efficiency.
- Delivered technical reports and visual dashboards to communicate simulation outputs and performance KPIs to civil engineering teams and stakeholders.
- Supported the design and calibration of **custom simulation scenarios** using tools such as MATLAB/Simulink and GIS software.
- Assisted senior engineers in presenting technical outcomes to clients and city planners, reinforcing 35South's value proposition in competitive tenders.

Key Tools & Tech:
MATLAB · Simulink · Excel VBA · Python · Power BI · QGIS · Urban Traffic Simulation · Public Transport Modeling · Scenario Analysis · Data Analytics · Technical Reporting · Engineering R&D · Public Infrastructure Bids · Stakeholder Engagement · Agile Project Delivery

EXPERIENCE

Senior Technical Project Manager - Contracted Consultant
World Bank Group

01/2018 - 08/2020
Latin America (Remote & On-site)

Collaborated on sustainable transport initiatives across Latin America, focusing on data-driven modeling and feasibility studies to support the transition to low-emission public transport systems.

- **Electric Fleet Planning** – Participated in **Colombia's first 64-bus electric deployment** in Medellín, contributing to **pre-feasibility studies** and operational performance monitoring.
- **City-wide Electrification Plans** – Conducted feasibility assessments in **São Paulo**, **Panama**, **Antigua & Barbuda**, and **Quito**, evaluating energy consumption and fleet transition strategies.
- **Technical Reporting** – Developed and delivered **technical reports** to national and municipal stakeholders to inform **policy and infrastructure planning**.
- **Simulation & Scenario Modeling** – Built **computational models** using **real-world mobility data** to test **energy**, **fleet sizing**, and **charging infrastructure** scenarios.

Key Tools & Expertise:
Python · MATLAB · Transport Modeling · Emissions Analysis · EV Deployment Planning · Data Processing · Scenario Simulation · Government & NGO Stakeholder Alignment

Internship at the Energy Department
ITBA

03/2015 - 03/2017
Argentina

Worked on cutting-edge projects in **sustainable mobility** and **hydrogen production technologies**, contributing to both **academic research** and **hands-on laboratory development**.

- Co-Author of the SAE technical publication: ***"A Technical, Environmental, and Financial Analysis of Hybrid Buses in Public Transportation"*** – a comprehensive study evaluating the viability of hybrid technologies for urban transit systems.
- Led the **simulation modeling and construction of a high-pressure hydrogen electrolyzer**, featuring a **visual inspection chamber** for analyzing **pressurized hydrogen production** within the electrolysis process. This project was conducted in collaboration with the **Karlsruhe Institute of Technology (KIT), Germany**.
- Assisted with **technical analysis**, **data processing**, and **research documentation** to support ongoing energy innovation initiatives within the department.

Key Tools & Expertise:
MATLAB · Simulink · Technical Writing · Hydrogen Production Systems · Energy Systems Modeling · SAE Publication · Research Collaboration

EDUCATION

Mechanical Engineer – Specialization in Computational Simulation
Buenos Aires Institute of Technology (ITBA)

02/2011 - 01/2017
Argentina