

SEBASTIAN OCHOA ALVAREZ

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PROFESSIONAL SUMMARY

Adaptive Project Manager with 10+ years of experience leading global teams and delivering complex digital transformations, including marketing and e-commerce initiatives. Expert in Agile (SAFe, Scrum, Kanban) and hybrid methodologies to drive efficiency and process improvements. Strengths in end-to-end project delivery from planning to release, C-level reporting, and aligning cross-functional contributors to achieve key business goals in fast-paced environments.

KEY SKILLS

- **Marketing Project Management:** E-commerce Initiatives, Digital Advertising Campaigns, Salesforce Marketing Cloud, Project Planning & Scoping, Process Optimization, Stakeholder & Vendor Management.
- **Project Management Methodologies:** Agile (SAFe, Scrum, Kanban), Hybrid (Waterfall/Scrum), SDLC Management, PI Planning, KPI & OKR Tracking, Risk Mitigation.
- **PM Tools & Platforms:** Jira, Confluence, Asana, ClickUp, MS Teams, Slack, Azure DevOps, Google Cloud, AWS.
- **Leadership & Execution:** Cross-Functional Team Leadership, Budget & Resource Management, C-Level Reporting, Release Management, Global Team Coordination, RFP Analysis & Proposal Development.

PROFESSIONAL EXPERIENCE

Project Manager

08/2021 - 07/2025

Globant, Medellin, Colombia

A digitally native consulting company using AI and innovative technologies to reinvent businesses, helping organizations create preferred futures through software development and transformation.

- Spearheaded Salesforce Marketing Cloud and e-commerce projects for clients like Abastible and Dick's Sporting Goods, improving platform efficiency by 40% through targeted optimizations.
- Managed portfolios for Royal Caribbean, leading global teams of up to 100 to deliver tailored advertising and guest app features on time and within budget.
- Translated complex project progress into clear RAG status reports and KPIs for C-level stakeholders, ensuring strategic alignment and transparent communication across all initiatives.

Technical Project Manager

01/2020 - 07/2021

Mango Soft, Miami, FL.

A software development firm specializing in creating innovative digital solutions, including media platforms and cloud-based services for the sports and healthcare industries.

- Directed the end-to-end development of Concacaf's media and news platform, delivering a high-engagement streaming service to a broad international audience on schedule.
- Implemented Scrum methodologies for diverse projects, improving team velocity and predictability, which accelerated the time-to-market for new healthcare and media features.
- Managed RFP responses and project proposals, successfully securing new business and leading the staffing for teams of 10+ engineers for multiple client engagements.

Technical Project Manager

01/2019 - 12/2019

TIPI, Medellin, Colombia.

A technology company delivering integrated hardware and software solutions, including IoT devices and management platforms for public safety and healthcare sectors.

- Led the full SDLC for a bodycam and evidence management system for the Colombian Police, successfully deploying over 3,000 devices across multiple cities.

- Deployed SaaS solutions across 10+ hospitals, improving asset tracking and nurse call systems, which directly enhanced patient care efficiency and communication speed.
- Managed complex government contracts, ensuring strict adherence to project constraints, quality standards, and delivery timelines, resulting in on-time delivery under regulation.

Technical Project Manager

08/2012 - 12/2018

IT Big Boss Software House, Medellin, Colombia.

An entrepreneurial software house that created and scaled a comprehensive SaaS POS and business management platform for over 1,000 small businesses in LATAM.

- Drove the product lifecycle for a SaaS POS platform, incorporating CRM and inventory management features that increased market adoption by over 1,000 businesses.
- Led hands-on technical development and release management, directly contributing to coding, code reviews, and quality assurance to meet aggressive product roadmap goals.
- Managed integrations with payment processors and accounting apps, enhancing the platform's value and automating billing, which reduced data entry time for clients.

IT Manager

07/2005 - 07/2012

Bodytech, Bogota, Colombia.

A leading health and fitness center chain in Latin America, providing comprehensive wellness services and facilities to a large member base across multiple countries.

- Directed the implementation of Microsoft Dynamics CRM, centralizing customer data to enable targeted marketing campaigns, which contributed to improved member retention rates.
- Managed IT infrastructure and a multi-tiered service desk for over 60 locations, achieving high system uptime and improving ticket resolution rates for operations.
- Led the lifecycle of a custom access control and billing system, automating member check-in and payment processes for thousands of daily transactions.

PROFESSIONAL DEVELOPMENT

- **Agile Project Management:** Certified SAFe 6 Agilist, Advanced Certified ScrumMaster (A-CSM), Certified ScrumMaster (CSM).
- **Agile Product Management:** Certified Scrum Product Owner (CSPO).
- **Project Management:** Management 3.0, Google Project Management Certificate, Microsoft Career Essentials in Project.
- **AI:** Google Generative AI Leader Certificate, Microsoft Career Essentials in Generative AI.
- **Cloud:** Google Cloud Digital Leader Certificate, AWS Cloud Technical Essentials.
- **Languages:** English, Spanish.

EDUCATION

- **Bachelor's Degree in Computer Engineering:** Politecnico Colombiano Jaime Isaza Cadavid, Medellin, Colombia.
- **Graduate-level in Technology Management:** EAN University, Bogota, Colombia.