

## SEBASTIAN OCHOA ALVAREZ

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### **PROFESSIONAL SUMMARY**

Adaptive Project Manager with 10+ years of experience leading cross-functional teams and delivering complex digital and marketing initiatives across entertainment, retail, and tech. Expert in Agile and hybrid methodologies, skilled in process optimization, budget oversight, and end-to-end campaign delivery. A track record of improving performance and managing large-scale projects from conception to launch.

### **KEY SKILLS**

- **Project & Campaign Management:** End-to-end planning, execution, budget & timeline management, KPI tracking, vendor relations.
- **Methodologies & Process Optimization:** Agile (SAFe, Scrum, Kanban), Waterfall, Hybrid Models, process streamlining, operational efficiency.
- **Collaboration & Leadership:** Cross-functional team leadership, stakeholder communications, C-level reporting, team building.
- **Tools & Technologies:** Asana, Jira, Confluence, MS Teams, Slack; Marketing campaigns (social, digital, email).

### **PROFESSIONAL EXPERIENCE**

#### **Project Manager**

08/2021 - 07/2025

**Globant**, Medellin, Colombia

*A digital consulting company helping organizations reinvent themselves with AI-powered solutions. Creates and develops software products for top companies, fostering innovation and transformation.*

- Led project execution for Royal Caribbean's digital guest apps, including tailored advertising and AI chatbots, driving enhanced customer engagement and onboard revenue.
- Drove a 40% performance boost for Dick's Sporting Goods' e-commerce platform by optimizing web vitals and streamlining development cycles with Agile methodologies.
- Managed program delivery for diverse portfolios in retail, travel, and finance, ensuring projects met KPIs and were delivered on-time and within budget.

#### **Project Manager**

01/2020 - 07/2021

**Mango Soft**, Miami, FL.

*A software development firm specializing in cloud services, big data, and custom applications for the media, sports, and healthcare industries across the Americas.*

- Directed end-to-end development of the Concacaf media and streaming platform, managing deliverables for live matches, news, and statistics for sports fans.
- Managed projects for major healthcare clinics, integrating voice-to-text AI and imaging systems, improving data access and operational workflows for medical staff.
- Implemented Scrum methodologies for cross-functional teams, defining project roadmaps and delivering products from concept to production support, increasing team velocity.

#### **Technical Project Manager**

01/2019 - 12/2019

**TIPI**, Medellin, Colombia.

*A technology company that develops integrated hardware and software solutions, including mobile devices and management platforms for public safety and healthcare sectors.*

- Led the full product lifecycle for a bodycam system for the Colombian Police, delivering over 3,000 devices with integrated management software.
- Managed the development and deployment of a real-time patient-flow and nurse-call system, improving communication and efficiency in over 10 hospitals.

- Oversaw project constraints for government contracts, ensuring on-time delivery, compliance with regulations, and successful implementation of hardware and software solutions.

### **Technical Project Manager**

08/2012 - 12/2018

**IT Big Boss Software House**, Medellin, Colombia.

*A SaaS provider offering specialized Point-of-Sale (POS) and business management software for restaurants, fitness, beauty, and health centers throughout Latin America.*

- Directed the full SDLC for a SaaS POS product, leading to its successful implementation and adoption by over 1,000 small businesses.
- Led technical teams hands-on, overseeing coding, quality assurance, and release management to integrate biometrics, payment systems, and third-party accounting apps.
- Managed operations and customer support workflows, creating a scalable platform that reduced data entry time and automated billing for clients.

### **IT Manager**

07/2005 - 07/2012

**Bodytech**, Bogota, Colombia.

*A leading chain of health and fitness centers in Latin America, providing comprehensive wellness services and facilities to a large member base.*

- Managed infrastructure rollout for over 60 new sites, implementing networking, CCTV, and access control systems, ensuring operational readiness for new club openings.
- Led the software development lifecycle for the company's CRM and billing software, resulting in streamlined member management and increased retention.
- Established and led the IT Service Desk, defining support protocols and improving ticket resolution rates and system uptime across the organization.

## **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.