

SEBASTIAN OCHOA ALVAREZ

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PROFESSIONAL SUMMARY

Senior Project Manager with 10+ years of experience in consulting environments, leading complex MarTech and data analytics programs. Expert in delivering multi-client, concurrent projects on time and within budget. A data-driven leader with a consultative approach to client service, skilled in resource allocation, roadmap development, and enhancing team performance. Expert in Agile (SAFe, Scrum) and hybrid methodologies, adept at managing stakeholder expectations and driving project profitability across retail, travel, and finance.

KEY SKILLS

- **Project & Program Management:** Client Onboarding & Roadmapping, Resource Allocation, Budget & Scope Management, Data-Driven Reporting, Risk Mitigation, Stakeholder Communication
- **Marketing & Data Technology:** MarTech Implementation (CRM, Advertising), Customer Data Platforms (CDP Concepts), E-commerce Platforms, Data Analytics & Visualization, AI Integration
- **Methodologies & Frameworks:** SAFe, Scrum, Kanban, Scrum of Scrums, Hybrid, Waterfall
- **Tools & Certifications:** Jira, Confluence, Trello, Notion, Harvest | SAFe 6, A-CSM, CSPO, Google PM Certificate, Microsoft PM Certificate
- **Languages:** Spanish

PROFESSIONAL EXPERIENCE

Senior Project Manager

08/2021 - 07/2025

Globant, Medellin, Colombia

A digitally native company focused on reinventing businesses through innovative technology solutions, AI, and software development for top-tier global clients.

- Led MarTech and e-commerce projects for clients like Dick's Sporting Goods, improving platform performance by 40% through strategic roadmap execution and data-driven optimizations.
- Managed complex programs for Royal Caribbean, overseeing concurrent workstreams and cross-functional teams of 15+ to deliver new digital guest services on time and budget.
- Drove client success by providing consultative solutions for Abastible, implementing Salesforce CRM (Sales, Marketing, Commerce) to enhance customer engagement and sales processes.
- Oversaw project profitability and resource allocation for teams of 100+, using KPIs and data analysis to ensure delivery within scope and budget.

Technical Project Manager

01/2020 - 07/2021

Mango Soft, Miami, FL

A boutique software consultancy delivering custom cloud-based solutions, big data analytics, and media streaming services for sports and healthcare clients.

- Directed end-to-end project delivery for Concacaf, launching media and streaming platforms by managing project scope, timelines, and client expectations.
- Managed development of innovative AWS-powered healthcare solutions, translating complex requirements into actionable tasks and ensuring on-time delivery for multiple clinics.
- Implemented Scrum methodologies and defined project KPIs, improving team velocity and providing transparent progress reporting to all stakeholders.

Technical Project Manager

01/2019 - 12/2019

TIPI, Medellin, Colombia

A technology firm specializing in integrated hardware and software solutions for public safety, law enforcement, and healthcare sectors.

- Led the full lifecycle of a bodycam solution for the Colombian Police, managing firmware and software development to meet strict government contract requirements.
- Oversaw project planning, quality assurance, and deployment for over 3,000 devices, ensuring operational readiness and high system reliability under regulation.
- Delivered an integrated nurse-call system to 10+ hospitals, managing client relationships and project constraints to improve in-patient communication speed.

Technical Project Manager

08/2012 - 12/2018

IT Big Boss Software House, Medellin, Colombia

A SaaS provider that developed, implemented, and supported POS and business management software for over 1,000 SMBs in LATAM.

- Spearheaded the software development life cycle for a multi-feature POS system, integrating payments, inventory, and CRM for retail and restaurant clients.
- Led technical teams in hands-on coding, code review, and release management, delivering a robust and scalable SaaS product to 1,000+ businesses.
- Directed operations and customer support workflows, achieving high client satisfaction and retention through reliable service and continuous product improvements.

PROFESSIONAL DEVELOPMENT

Certified SAFe 6 Agilist

01/2025

Scaled Agile, Inc

Advanced Certified ScrumMaster (A-CSM)

08/2024

Scrum Alliance

Certified Scrum Product Owner (CSPO)

09/2023

Scrum Alliance

Certified ScrumMaster (CSM)

07/2022

Scrum Alliance

EDUCATION

Bachelor of Science (B.S.), Computer Engineering

12/2005

Politecnico Colombiano Jaime Isaza Cadavid, Medellin, Colombia

A highly-accredited Colombian institution distinguished by its robust technological and engineering focus, cultivating analytical and practical expertise in advanced computing and IT systems.

Graduate Certificate, Technology Management

12/2008

EAN University, Bogota, Colombia

A pioneering higher education institution focused on sustainable entrepreneurship, empowering professionals in strategic technology and innovation.