

# SEBASTIAN NAPURI MENDOZA

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## PROFILE

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Strategic Product Manager with 10+ years of experience leading 0-to-1 digital product launches and scaling cross-border marketplaces for LATAM's largest retailers. Expert in bridging the gap between engineering execution (APIs, integrations) and operational reality to reduce friction and drive revenue. M.A. Candidate in Design & Innovation at SMU, combining data-driven strategy with human-centered design principles.

## EDUCATION

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<b>SOUTHERN METHODIST UNIVERSITY</b>	<b>Dallas, Texas</b>
<b>LYLE SCHOOL OF ENGINEERING</b>	May 2026
Master of Arts in Design and Innovation	GPA 4.0
MADI Concentrations: Marketing, UX/UI Design, Project Management, Strategic Management	
<b>UNIVERSIDAD DEL PACIFICO</b>	<b>Lima, Peru</b>
<i>Bachelor of Business Administration</i>	July 2018

## EXPERIENCE

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<b>LIVERPOOL (MEXICO LARGEST OMNICHANNEL RETAILER)</b>	<b>Mexico City, Mexico</b>
<b>Marketplace BU Manager   Retail</b>	Jun 2022 – Jul 2024
<ul style="list-style-type: none"><li>• Led the end-to-end development and launch of Liverpool's Crossborder Marketplace platform, enabling 100+ international sellers to operate within Mexico's largest retail ecosystem.</li><li>• Reduced international seller onboarding time by 50% by partnering with Engineering to automate verification workflows, directly resolving operational bottlenecks and increasing inventory availability.</li><li>• Conducted in-field user research to identify friction points in the seller portal, leading a dashboard redesign that increased engagement metrics by 24%.</li><li>• Spearheaded the integration of new logistics partners, aligning technical requirements with commercial goals to ensure seamless cross-border fulfillment.</li><li>• Implemented automation tools and chatbots, improving response times by 35% and reducing operational workload.</li></ul>	
<b>FALABELLA (LEADING ECOMMERCE ECOSYSTEM IN SOUTH AMERICA)</b>	<b>Mexico City, Mexico</b>
<b>Regional Hardlines Cross-Border Commercial Manager   E-commerce</b>	Jan 2020 – May 2022
<ul style="list-style-type: none"><li>• Defined and executed the localized e-commerce product roadmap across 5 countries (Mexico, Colombia, Chile, Peru, Argentina), driving a 125% increase in cross-border sales year-over-year.</li><li>• Optimized the digital product catalog algorithm to align with regional logistical constraints, ensuring 98% fulfillment reliability and reducing order cancellations..</li><li>• Collaborated with product and UX teams to improve seller dashboards, increasing operational efficiency by 40%.</li><li>• Managed strategic relationships with Key International Accounts, negotiating commercial terms that expanded the product assortment by 30%.</li></ul>	
<b>LINIO PERU (A ROCKET INTERNET VENTURE)</b>	<b>Lima, Peru</b>
<b>Cross-border Commercial Lead   E-commerce</b>	May 2015 – Dec 2019
<ul style="list-style-type: none"><li>• Spearheaded the expansion of Linio's cross-border operations in Peru, leading vendor negotiations, pricing strategy, and marketing execution.</li><li>• Oversaw product acquisition and lifecycle management for international sellers, aligning business goals with technical and logistical capabilities.</li></ul>	

## ADDITIONAL INFORMATION

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- Technical Skills: Figma, Adobe Creative Suite, Fusion 360, Python, Google Analytics, Looker Studio, SQL, Excel, Power BI, PowerPoint, Trello
- Activities: SMU Association of Latino Professionals for America (ALPFA), SMU AI Club.