

SERGIO SABORIO TAYLOR

SENIOR PRODUCT MANAGER

CONTACT

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Amsterdam, Netherlands

SKILLS

- Product Strategy
- AI & Machine Learning
- Experimentation / A/B Testing
- User Research
- Data Analysis
- Mentoring & Hiring

LANGUAGES

- English (Fluent)
- Spanish (Fluent)
- Portuguese (Basic)

CERTIFICATIONS

- AI Product Manager (Udacity, 2024)
- Advanced Certified Scrum Product Owner (Scrum Alliance, 2022)
- Android Developer Nanodegree (Udacity, 2016)
- Tech Entrepreneur Nanodegree (Udacity, 2016)

EDUCATION

Lic. in Computer Engineering (2009 - 2015)
Instituto Tecnológico de Costa Rica



PROFILE

8+ years leading cross-functional product teams at Booking.com, Flexport, and AI startups, with a strong foundation in Computer Engineering. Recently focused on hands-on prototyping and user research to build intuitive AI tools that rethink how people discover, understand, and interact with information.



WORK EXPERIENCE

6-month Sabbatical + GenAI Product Builder Jan 2025 - Now

- Building an AI-powered personalized walking tour generator. Hands-on with LLM behaviours, prompt tuning, and output evaluation.
- Shipping end-to-end working prototype using OpenAI, Firebase, React, and ElevenLabs APIs.

Dexter Energy Services May 2023 - December 2024 Product Manager

- Drove the strategic direction of 3 AI-based product teams, forecasting short-term renewable power generation.
- Improved service accuracy by 6% and reducing operational costs by 10%.
- Mentored 5 product teams on product craft and customer-centric mindset.
- Partnered with leadership to scale Dexter from 35 to 100 employees.

Flexport April 2022 - February 2023 Product Manager II

- Co-led a 20-member team to digitize and automate US Customs.
- Reduced 70% of full time employee costs by launching a consolidation digitization project.
- Achieved 3% full time employee savings via process optimizations impacting 150 users.

Freelance Product Manager (contract) July 2021 - March 2022

- Developed a 3-year strategy to digitize Shell's DACH Supply chain.

Booking.com December 2016 - June 2021 Product Manager

- Led product development for key flows in the Booking.com mobile apps (iOS and Android), used by millions of users worldwide.
- Ran 100+ A/B tests and experiments using ML models to optimize booking flows across web and mobile.
- Integrated car rental and taxi services into mobile funnels, increasing ancillary sales by 650%.
- Re-structured the bookings List in Booking.com's apps and website, to go from a single product paradigm (stays) to multi-product.
- Increased App store presence, ranking, ratings, reviews and installation rates.

Software and Android Developer 2012 - November 2016 Hewlett Packard, & Entrepreneurship projects

- Developed new features for networking ASICs with C/C++ language.
- Built and shipped Android apps for own personal projects.