

Mauricio Iván Martínez Carmona

mauriciomtzcarmona@gmail.com | 55-2253-0484 | linkedin.com/in/mauricio-carmona

PRODUCT MANAGER

Product Development | Leadership | Scrum

Reliable, energetic and resourceful product manager, seeking to leverage proven leadership and strategy skills to define, execute and ship amazing products. My passion is working with multidisciplinary teams to deliver the best possible experience. I have demonstrated success applying project management best practices, technical expertise, and business acumen to consistently achieve targeted results.

WORK EXPERIENCE

TruBit – *Mexico City, MX*

Head of Product – LatAm

Nov 2022 – present

- Created the first official product team of TruBit across Latin America with three product managers, defining the role of the PM and creating the squad structure for each team focusing on acquisition and retention of the product.
- Created the retention metrics for TruBit core products, giving a north star metric for activation, engagement, and resurrection stages of a customer. This customer-centric approach led to a 15% improvement in customer retention.
- Spearheaded the entire lifecycle of the TruBit card product, from conceptualization and design to execution and launch. This groundbreaking initiative garnered 23,000 new users and contributed to a 30% boost in quarterly revenue.

Product Manager – Crypto Wallet and Exchange

Sept 2022 – Nov 2022

- Led the product development process as the first PM on TruBit with the lead of the COO office.
- Created the processes of product development between product design, engineers, and product managers to iterate products.

Stori – *Mexico City, MX*

Dec 2021 – Ago 2022

Product Manager - SuperApp Lane

- Successfully conceptualized, defined, and launched service payment and top-up features from scratch, contributing to a 15% growth in transaction volume within the first quarter of launch.
- Led the SuperApp squad, overseeing all Scrum ceremonies, managing the backlog, and setting a clear product roadmap.
- Managed cross-functional team and stakeholder communication throughout the entire product development cycle, reducing miscommunication-related delays and ensuring on-time project deliveries.

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- Conducted in-depth customer interviews to identify pain points and enhance user experience. This initiative increased the Net Promoter Score (NPS) from 7.8 to 8.9 and boosted customer retention by 10%.
- Exceeded the Q2 2022 targets by achieving a 30% increase in the number of transactions and surpassing revenue goals by 50%.

IBM – Mexico City, MX

Dec 2020 – Dec 2021

Project Manager Intern – IBM Security

- Collaborated with a diverse team of 12 professionals, including developers, designers, and business analysts, fostering teamwork and increasing project efficiency through streamlined communication.
- Implemented Agile methodologies and project tracking tools, resulting in a 20% reduction in project delivery time.
- Conducted client surveys and feedback analysis, identifying pain points and areas for improvement. Implemented changes that led to a 25% increase in client satisfaction ratings during the internship period.

EDUCATION

MIT Professional Education

Feb 2020 – July 2020

Certificate, Leading Digital Transformation

A thorough introduction to cutting-edge technologies in the fields of artificial intelligence (AI), blockchain, cloud computing, cybersecurity, and the Internet of Things (IoT).

Universidad Nacional Autónoma de México (UNAM)

Aug 2018 – May 2022

Bachelor's Degree, International Business

Grade: 9.8 / 10 (*Cum Laude*)

Courses: Advanced Excel, iOS Development with Swift, Mobile iOS Apps Design for Business Creation, Agile Methodologies, Digital Marketing.

SKILLS

- Leadership
- Agile
- Scrum
- Jira
- Trello
- UX
- Solid understanding of technology and business models
- Programming languages: JavaScript, Python, Swift, HTML, CSS
- Strong written, oral and interpersonal communication skills

COURSES AND CERTIFICATIONS

Google

June 2022

Project Management Professional Certificate - Coursera

Platzi

May 2022

Product Management Professional Certification Route

CertiProf

Jan 2020

Certificate, Scrum Foundation Professional Certificate (SFPC)