

## PABLO ESTÉFANO ARROYO GARRIDO

**AI Product Manager** — Remote Only

Querétaro, México · +52 (442) 365 3095 · [pab.arroyo@outlook.com](mailto:pab.arroyo@outlook.com) · **LinkedIn:**

[www.linkedin.com/in/pablo-estefano-arroyo-garrido](https://www.linkedin.com/in/pablo-estefano-arroyo-garrido) · **Portfolio:** <https://pablo-arroyo-product-manager.vercel.app/>

### PROFESSIONAL SUMMARY

Product Manager with more than 8 years of experience in e-commerce, logistics and omnichannel operations. I specialize in designing and launching tech products with high P&L impact. Verified results: **+\$2,500,000 USD in revenue and \$700,000 USD in annual operational savings**. Led cross-functional squads and international projects (US, Denmark, Brazil).

### EXPERIENCE

#### **Zebrands — AI Product Manager**

Aug 2022 – Present

- Designed and launched a **3D sofa configurator**: generated \$300,000 USD in online sales and \$1,000,000 USD in retail sales — validated product-market fit and adoption for a 3D planner (regional pioneer).
- Led the strategy to launch an **in-house reviews system** and planned the decommissioning of Yotpo, producing over \$10,000 USD in annual licensing savings.
- Defined and contributed to an **MVP to integrate FedEx** with an internal WMS: automated updates for ~18,500 shipments, reduced manual errors by 40% and achieved verified savings of \$500,000 USD per year.
- Implemented **cross-sell and upsell initiatives** that delivered \$450,000 USD in verified incremental revenue.
- Redesigned the **“Pick-up in Store”** program: optimized the funnel and contributed \$725,000 USD in sales in one year.
- Designed the automation for **catalog and creative generation** for Paid Media (Google Merchant Center, Meta, TikTok), saving ~456 hours annually.
- Created a logistics **guide generation system** that reduced per-batch processing time from 300 minutes to 25 minutes; designed and implemented automated FedEx tracking for Brazil, saving ~840 hours annually for operations.

#### **Tecnológico de Monterrey — Professor of Project Management**

Aug 2021 – Present

- Taught **agile methodologies** (Scrum, Kanban) to Robotics and Mechatronics students; achieved full adoption of course concepts in real projects (e.g., collaboration with Coca-Cola FEMSA, Manchester Robotics).

- Designed **practical course** content for sprint planning, user acceptance testing (UAT) and metrics using Power BI.

### **Natgas — IT Project Manager**

Nov 2018 – Aug 2022

- Managed an **annual budget of \$420,000 USD**, delivering projects with 95% on-time completion.
- Implemented automations (**RPA**) that reduced repetitive tasks by 87%.
- Led teams of **more than 20 engineers** implemented biweekly sprints and increased efficiency by ~25%.

### **Consultor — Logistics & Transportation Professionals**

Jul 2017 – Oct 2018

- Advised clients such as **Milacron, Cargill and Uber Freight** on cost reduction and inventory optimization.
- Conducted **market analysis** in road freight (FTL, 3PL), identifying 15–20% cost-saving opportunities for clients.

### **SKILLS & TOOLS**

- **Product Management:** roadmap, MVP definition, backlog prioritization, user stories, A/B testing.
- **Project Management:** risk management, budget control, stakeholder alignment, agile/Scrum.
- **Tech Stack:** Jira, Monday, ClickUp, Trello, Asana, Notion, Google Workspace, Office 365, Google Antigravity, v0, Vercel, Roo Code, LLMs, Palantir, Power BI, GitHub.
- **Languages:** Spanish (native), English (advanced, TOEFL 593).

### **EDUCATION, ACHIEVEMENTS & CERTIFICATIONS**

- **MSc in Information Technologies** — Tecnológico de Monterrey (2020–2022)
- **BSc in International Business** — Tecnológico de Monterrey (2012–2017)
- Honors (**GPA 4.0**) in both BSc and MSc.
- **Outstanding** performance in EGEL-TRADE exam (CENEVAL, 2017).
- **PMP** — Certification pending.