

José Luis Aguilar

Product Owner, International
Business and Marketing



Personal details



José Luis Aguilar



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Quito, Ecuador Quito



Colombia, Ecuador



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Skills

Trello

Microsoft Office

Adobe Illustrator

Photoshop

Google Analytics

E-commerce platforms

Languages

Spanish ●●●●●

English ●●●●●

Italian ●●●●●

Chinese ●●●●●

Profile

Professional in international business and product management, with experience leading cross-functional teams to develop solutions that create value for the customer. I have worked in different countries and cultures, which allows me to adapt and bring a global perspective to projects. With knowledge in creating product roadmaps and user-centered strategies, as well as experience in agile methodologies such as Scrum and Kanban, I excel at optimizing processes and delivering measurable results in international markets.

Education

Master's in International Business 2007 - 2010

Shanghai University

Bachelor's in Marketing 1999 - 2006

Universidad Internacional del Ecuador

Employment

Product Manager 2022 - Present

NOGUEY SALSAS SAS, Quito

- Designed and executed the product roadmap, aligning with the company's strategic objectives.
- Managed the product backlog, prioritizing features based on customer value and ROI.
- Implemented customer-centric strategies that improved retention by 25% and increased sales by 50%.

General Manager 2019 - Present

BEACHEF CIA LTDA, Quito

- Supervised the creation and execution of new products, defining requirements and leading iterations with technical teams.
- Coordinated procurement and imports from China and Colombia, optimizing costs and ensuring timely deliveries.

Head of Innovation 2018 - 2019

BOUTIQUE FLOWERS, Quito

- Defined and prioritized innovative product initiatives, leading the development of the "Rosa de Oro," a unique product in Ecuador.
- Collaborated with design, production, and marketing teams to ensure high-quality and timely deliveries.

Brand manager 2018 - 2020

ARMENTUM LEATHER, Quito

- Led digital marketing strategy and managed the development backlog for new products, achieving brand recognition.
- Coordinated teams to optimize production and distribution processes, improving efficiency by 20%.
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International Representative**2017 - 2018**

STATETRUST WEALTH MANAGEMENT, USA

- Identified strategic opportunities to expand the high-value client portfolio.
- Promoted financial products, successfully acquiring new clients through tailored strategies.

General Manager**2015 - 2017**

WORLD LINK ASIA LIMITED, Quito

- Implemented business models and commercialization strategies, leading teams to achieve key commercial objectives.
- Designed strategic roadmaps for introducing new products to international markets.

Commercial Consul - Head of Commercial Office**2012 - 2014**

PROECUADOR, OCE, Shanghai, China

- Led the promotion of Ecuadorian products in China through events and training programs.
- Designed an e-commerce platform for ProEcuador, enhancing the visibility of national products.

Courses

INTRODUCTION TO PRODUCT MANAGEMENT**2024**

Basic concepts of product management.

AGILE PRODUCT OWNER ROLE**2024**

Utilize data-driven insights to refine product features, enhancing user engagement and satisfaction.

AGILE FOUNDATIONS**2024**

Introduction to agile project management and Scrum principles.

EMOTIONAL INTELLIGENCE**2024**

Improving interpersonal relationships through communication.

GLOBAL STRATEGY**2023**

Global strategies and international business expansion.

MASTER IN DIGITAL MARKETING**2021**

Optimization of digital advertising campaigns.

SALES MANAGEMENT - SHANGHAI**2014**

- Building and Leading Effective Sales Teams
- Product Roadmap and Backlog Management

ADVERTISING CREATIVITY**2006**

School of Advertising Creatives of Argentina