SEBASTIAN YEROVI PLAZA

Berkeley, CA • (510) 277 7283 • sebastian.yerovi@berkeley.edu • LinkedIn • GitHub • sebastianyerovi.com

EDUCATION

University of California, Berkeley, Haas School of Business **May 2028**
Master of Business Administration
- Independent Study with Prof. Dmitry Kovalev (Spring 2027): How agentic AI reshapes product growth strategy.

Universidad San Francisco de Quito, Quito, Ecuador **2016**
Bachelor of Arts, Marketing, Magna Cum Laude

EXPERIENCE

Bold, Bogota, Colombia **2024-2026**
Series D Fintech Superapp for LATAM's SMBs. $150m+ funding. $100m+ annual revenue. 1500+ employees.
Senior Product Manager, User Platforms ***(2026)***
- Led customer discovery and AI-assisted prototyping to define navigation and information architecture for a unified business and personal banking app; translated user insights into design decisions and aligned product strategy across 42 product teams and the executive leadership including the CEO, CTO, and CMO.
- Drove an identity and access management (IAM) platform migration across 800K+ users, preserving $492M in monthly transaction volume (~99.9% of target), by building an agentic AI analytics pipeline using SQL, Python, and Claude Code to monitor rollout progress, identify churn risks, and guide targeted outreach.
- Translated market-specific requirements into platform architecture and country-specific feature configurations, leading a 16-person engineering team across mobile and web to enable the company's first international launch in Peru, with projected incremental annual revenue of $30M.
- Partnered with the CPO to rebuild the product release process after a 3-month release freeze; reinstated a two-week cadence with shared launch protocols and introduced monthly Demo Days to keep GTM and executives aligned, achieving 95% on-time delivery and 15% shorter product cycle times.

Product Manager, Retention ***(2024-2025)***
- Designed and built a data-driven customer lifecycle segmentation model to identify growth opportunities across product lines, informing the CEO, CFO, and CMO's decision to reallocate marketing investment, leading to a 20% reduction in customer acquisition payback period from 15 to 12 months.
- Led A/B testing to move guest users, who could only receive payments without signing in, into the full app experience; translated findings into a redesign that increased weekly sign-ins from 1,800 to 9,200 and adoption of other products by 22%.

Dondo, Bogota, Colombia **2021-2023**
AI-driven shopping marketplace helping consumers discover deals and products.
Head of Product & Growth
- Built and deployed the company's first machine learning recommendation engine to improve discovery across 2M+ listings; co-designed the dataset, algorithm, and evals and established MLOps infrastructure and production monitoring, doubling daily engagement from 11 to 22 minutes and lifting impressions by 200%.
- Reached #4 Shopping App in Colombia by Q1 2022, tripling users to 900K+ and growing transactions 350% by combining performance-marketing optimization with in-product virality features.

Nossa Health, Quito, Ecuador **2019-2020**
Platform for workplace healthcare operations and HR reporting
Cofounder and CEO
- Led a 10-person cross-functional team to build and pilot a platform that streamlined clinical operations reducing on average ~2 hours of daily administrative work per clinician and securing enterprise letters of intent.

ADDITIONAL

- **Technical Skills:** Python, SQL, Gemini, Google AI Studio, Claude Code, Cursor, Codex, Replit, Figma, Amplitude.
- **TEDx Speaker:** Delivered a TEDx talk on AI's societal and economic impact for Latin America.
- **Tech Community Builder:** Co-founded Startup Grind Quito's chapter, helping Latam founders raise >$7M in seed capital and growing it into one of Ecuador's largest startup communities with >4,500 members.
- **Interests:** Voracious reader of biographies; on the hunt for Bay Area's best coffee shop (open to recs).