

DIEGO AVELLA

Product Manager · Product Owner · Consumer, Fintech & AI Products

Bogotá · Remote · US · +57 (301) 336 6232 +1 (754) 284-6646 · diego.avella@me.com · <https://www.linkedin.com/in/diego-avella/>

Product Owner and Product Manager with 10+ years shipping consumer-facing software across AdTech, e-commerce, fintech, and SaaS, inside a 20+ year career that began in regulated financial services (ING Group pensions, BBVA Horizonte, Protección AFP). Delivered a multi-market web/iOS/Android platform for IPG Mediabrands and financial data products for Morningstar; spent the last four years owning an AI/LLM product suite end-to-end. **I prototype in Claude Code, Figma Make, and Lovable before writing the spec, and I back prioritization with SQL, BigQuery, and Power BI rather than opinion.** Blockchain-certified; MSc capstone shipped three validated ML risk models including Isolation Forest anomaly detection.

20+ Years Professional Experience	10+ Years Product & Agile Delivery	8 Years Banking & Financial Services	6+ Industries Served
--	---	---	-----------------------------------

CORE COMPETENCIES

Trading & Fintech	Investment research & market data products (Morningstar) · Payments & pension systems · Core banking operations · Blockchain & distributed ledger · Financial mathematics · Regulated, compliance-driven delivery
Product Craft	Discovery → spec → build → UAT → release sign-off · Roadmapping · Backlog ownership · Feature prioritization · OKRs & KPIs · User story mapping · Acceptance criteria · BDD · Multi-platform (web / iOS / Android) delivery
AI & Prototyping	Hands-on prototyping in Claude Code, Figma Make & Lovable · LLM product strategy · RAG pipelines · AI agent orchestration · Prompt engineering · Responsible AI governance & auditability
Data & Analysis	SQL · BigQuery · Power BI · Tableau · Looker · Observable · Python · R · Machine learning (classification, anomaly detection) · Experimentation & KPI instrumentation
UX & Consumer	Product sense & UX detail · LoFi prototyping · Figma & Miro · Consumer e-commerce at scale (Walmart, Jet.com) · SaaS subscription products · Member, Interaction Design Foundation
Security	MSc Cybersecurity & Analytics (in progress) · NIST SP 800-53 / FedRAMP-aligned design · Ethical Pentester Certified · ISO 27001 · Data privacy & PII protection · ISACA & ISSA member

TOOLS & PLATFORMS

Product & Agile	Jira · Confluence · Azure DevOps · Notion · Trello · Microsoft Project
Design & Proto	Figma · Figma Make · Miro · Lovable · Claude Code
Data & AI	SQL · BigQuery · Power BI · Tableau · Looker · Observable · Python · R · Anthropic API · OpenAI API · Gemini API · Azure AI Foundry · Copilot Studio · Databricks
Cloud & CRM	Microsoft Azure · AWS · Salesforce · HubSpot

PROFESSIONAL EXPERIENCE

AI PM/Owner · Scrum Master · CH2 Solutions → FRONTSTEPS (Client) Jun 2022 – May 2026

Embedded PO for FRONTSTEPS, a SaaS platform serving thousands of U.S. homeowners' associations with end-user reach in the millions.

- Owned **two concurrent product lines** as Product Owner — the company-wide AI product suite and the core Community product — running discovery, spec, prioritization, UAT, and release sign-off end-to-end.
- Shipped AI-powered features into production: intelligent search, automated communication workflows, predictive analytics modules, and AI agent orchestration.
- Prototyped experiences hands-on in Claude Code, Figma Make, and Lovable** to validate concepts with stakeholders before committing engineering time to detailed specs.
- Evaluated and integrated Anthropic Claude, OpenAI, and Google Gemini APIs into production workflows; authored prompting strategies, agent orchestration specs, and AI governance frameworks.
- Defined OKRs and KPIs for the AI portfolio and reported outcomes to C-suite and board stakeholders via **Power BI**, driving prioritization from usage data rather than instinct.

- Championed responsible AI and data protection — bias review, privacy alignment, auditability — on a platform handling resident financial records, PII, and physical access credentials.

Senior Emerging Technology Security Intern · Sentient Perspectives (SENP-X)

Mar 2026 – May 2026

Concurrent engagement under the direct supervision of the Founder & CEO.

- Designed and delivered AI-integrated cybersecurity training curricula aligned to NIST and GRC frameworks; researched emerging threats and AI-powered defense techniques.

Product Owner · Perficient LATAM

Mar 2021 – Jun 2022

PO and Requirements Manager for Kinesso (IPG Mediabrands) — a flagship multi-market AdTech platform shipped across web, iOS, and Android.

- Owned the end-to-end requirements lifecycle for a **consumer-facing platform released simultaneously on web, iOS, and Android** to major global advertising clients.
- Ran Scrum ceremonies and managed the product backlog across distributed LATAM and North America teams, resolving cross-team dependencies across time zones.
- Delivered cloud integrations with **Microsoft Azure and AWS**; contributed to frontend and backend technical specifications across Angular, React, and Java.
- Operated inside an enterprise security and compliance framework covering sensitive media-buying and brand data.

Sales Business Operations Analyst · Unity Technologies

Aug 2020 – Mar 2021

- Gathered requirements from cross-functional stakeholders and translated them into user stories, epics, and product specifications for engineering execution within Unity's global sales operations.
- Built executive KPI and OKR reporting; drove adoption of new platform capabilities through structured demos, training, and documentation.

Business Analyst · Zemoga Inc.

Dec 2017 – Jul 2020

Product delivery across three enterprise clients spanning financial data, e-commerce, and digital commerce.

- **Morningstar (fintech / financial data)**: defined and documented financial data product requirements and Power BI reporting solutions for one of the world's leading investment research firms.
- **Walmart (e-commerce)**: led requirements gathering for supply chain optimization and digital shelf analytics at one of the world's largest retail operations.
- **Jet.com (e-commerce)**: managed requirements for platform integrations and product catalog management on high-volume transactional infrastructure.
- Served as the interface between client stakeholders and distributed engineering teams; owned backlog grooming, acceptance criteria, and UAT cycles across all three accounts.

Business Analyst · Globant

Feb 2016 – Dec 2017

- BA for Southwest Airlines: requirements gathering and frontend/backend integration delivery for operational systems in a regulated industry.
- Volunteered on Globant's internal **blockchain proof-of-concept** — early hands-on engagement with distributed ledger and cryptographic technologies.

Functional Analyst · Financial Solutions · Heinsohn Business Technology

Apr 2011 – Jan 2016

- Coordinated functional requirements delivery for **Protección AFP**, a pension fund administrator — a regulated, high-compliance environment with zero tolerance for delivery failure.
- Managed QA cycles and live production support; internal advisor for enterprise document management systems.

EARLY CAREER · BANKING & FINANCIAL SERVICES

Nearly 8 years in Colombian financial services — pensions, payments, and banking operations — a deep domain foundation in regulated, high-compliance environments.

Payments Analyst — Pensions · ING Group	3.5 years
Analyst, on-site at BBVA Horizonte · Azertia — BBVA Group / Indra	3.5 years
Operations Intern · BBVA Horizonte	6 months

EDUCATION & APPLIED RESEARCH

MSc Cybersecurity & Analytics · St. Thomas University, Miami FL

Sep 2025 – August 2026

- Capstone — **COMPASS**: engineered three validated ML models (delinquency ROC-AUC 0.914; reserve-fund failure ROC-AUC ≈0.96; **Isolation Forest anomaly detection**) and authored CDES, a 34-transmission data-exchange standard secured to NIST SP 800-53 Rev. 5 / FedRAMP High.

MS International Business Administration (MBA) · MIU City University Miami Jan 2024 – Aug 2025

- Thesis — **AI in Condominium & HOA Management**: mixed-methods research across three organizations producing a strategic AI implementation framework.

B.S. Information Systems, Libraries & Archives · Universidad de La Salle 2015

SELECTED CERTIFICATIONS

Vibe Coding · L1 — Lovable	Feb 2026
Certified SAFe® 6 Scrum Master · Certified SAFe® 6 Agilist — Scaled Agile	Dec 2024
Generative AI Fundamentals — Databricks Academy	Apr 2024
Ethical Pentester Certified (EPC), 48-hr — The Hacking Day	Apr 2022
Certified Metaverse Expert — Blockchain Council	Mar 2022
Scrum Product Owner Professional (SPOPC) — CertiProf	Dec 2018
Blockchain, Intermediate Level (30 hrs) — Bogotá Aprende TIC	Dec 2018

SPEAKING & AFFILIATIONS

Workshops: “Using AI Tools to Enhance Product Owner Decision-Making” · “Understanding the Role of the Product Owner in Agile” — Urban League of Broward County	Jun 2026
Panel: “How Businesses Are Actually Using AI” — American AI Innovation Summit, Alan B. Levan Center	Mar 2026
Invited Presentation: “From Idea to Delivery — Product Management Lifecycle Using AI” — SENP-X / Levan Center	Feb 2026
Affiliations: ISACA · ISSA · Interaction Design Foundation · American Library Association	2025 – Present
Languages: Spanish (Native) · English (Professional)	Open to Remote · Hybrid

Portfolio and references available on request · <https://www.linkedin.com/in/diego-avella/>