Alfredo Alaniz Belli

Senior Product Owner | AI and Automation Strategist
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Professional Summary

Senior Product Owner with over 16 years of experience leading the digital transformation and full lifecycle of SaaS products in multinational environments. Recently specialized in the design and deployment of innovative solutions based on Artificial Intelligence and advanced automation (n8n, Make, AI Agents). Expert in translating strategic visions into scalable products that optimize operational efficiency, reduce costs, and elevate the user experience.

Key Competencies

Product Management

- Product Strategy and Roadmap
- Life Cycle Management (PLC)
- User Experience Design (UX)
- Prioritization and Backlog Management
- Analysis of Metrics and KPIs

AI & Automation Stack

- n8n, Make, Lovable, LangChain
- AI Agents, Vibecoding
- Evolution API, Chatwoot
- Docker, Portainer
- Intelligent Workflows
- Context Engineer

Technical and Business Skills

- Agile Methodologies (Scrum, Kanban)
- Leadership of Multidisciplinary Teams
- Digital Transformation and Optimization
- Stakeholder Management
- SQL, Python, Rust, Selenium, SAP Commerce Cloud

Professional Experience

Product Owner| WebCargo by Freightos | Barcelona, Spain
Sept. 2021 – Oct. 2024
- I led the strategy and lifecycle of SaaS products for rate optimization in the logistics industry, managing two agile development teams (10+ members).
- I led the implementation of key features that improved quote accuracy and reduced response times, strengthening the platform's position as a market leader.
- I fostered a culture of continuous improvement and cross-departmental collaboration, aligning product objectives with business goals to drive growth.

Digital Transformation Consultant and Product Manager|
Telefónica | Central America and Nicaragua
Mar. 2009 – Ene. 2019
- I managed strategic digital transformation projects, leading the development of end-to-end business solutions that integrated technology and business.
- I led cross-functional teams using agile methodologies to optimize CRM and sales platforms, increasing the efficiency of local teams.
- As Project Manager and Sales Manager, I led the implementation of an e-commerce platform on SAP Hybris and designed strategies that increased market reach and profit margins.

Featured Projects in Automation and AI

- **Design and deployment of automated workflows** with **n8n** and **Make**to optimize internal and customer processes, achieving an estimated 30% reduction in manual tasks.

- **Development and implementation of AI Agents**and conversational chatbots with**Lovable**, **Vibecoding** and **Chatwoot**for lead qualification and first-level support.

- **Automation infrastructure management** through **Docker** and **Portainer**, ensuring the scalability, maintenance and stability of the deployed solutions.

Recent Certifications

- **SQL**, Programming Hub (Mayo 2024)
- **Critical Thinking**, LinkedIn (Feb. 2024)
- **Introduction to Data Science**, Cisco (Feb. 2024)
- **Product Management: Building a Product Strategy**, LinkedIn (Feb. 2024)
- **Rust Programming**, Programming Hub (Feb. 2024)
- **Selenium Automated Testing**, Programming Hub (Feb. 2024)
- **The Three Pillars of Effective Communication**, LinkedIn (Feb. 2024)
- **Python for A.I.** Programming Hub (Ene. 2024)
- **Python Advanced** Programming Hub (Dic. 2023)