# Ingrid Alvarez

## Ingrid Alvarez Llerena

Psychologist specialist in Agile Software Development
& Cultural Hacking -Change Management

Mother, woman in tech, artist, lover, full of energy. I can describe myself with many words, but above all the adjectives that describe me, I can say that I am human, imperfect, sensitive and with all the energy to put face challenge. My career path turns into technology, 6 years ago. Now in the agile development world I feel i fit perfectly. I believe in the Minimum Lovable Product!

**Age**
30

**Lenguages**
Spanish, English.

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Peruvian

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**Certifications:** Scrum Master/ Advance Product Manager / Business Validator Expert
**Background:** HR, Retail, Innovation, Sustainability, Marketing.

### Summary

Psychologist specializing in Digital Transformation, Agile Frameworks for Software Development, and Culture & Change Management, with over 6 years of experience as a Product Owner and Agile Product Manager in different technology companies and retailers. Implementing and leading innovation labs, Business Development, and software products. I've specialized in consumer experience, storytelling, product development, and Scrum.

My HR DNA pushes me to pass through several areas to acquire knowledge of the different cores of the business. I've been part of the implementation of Workplace of Facebook, Digital Signage, IoT, Machine Learning solutions, Native Apps, E-Commerce, RPA's, Omnichannel and POS projects.

## Technical Profile

| Advanced | | Intermediate |
|---|---|---|
| • SCALA ds ( Implementing – using)<br>• SaFe4<br>• Workplace Facebook (implementation)<br>• Miro (user)<br>• Basecamp<br>• JIRA (user)<br>• Lean Start-Up<br>• UX Research<br>• FIGMA( Mockups- Flowcharts)<br>• LucidChart<br>• Office 365 (Implementation / user)<br>• | • HR process Platforms<br>• Watson IBM (Projects)<br>• Change management<br>• SAP (integrations)<br>• ORACLE (Servers and integration)<br>• ZOHO (Implementing)<br>• Digital Marketing<br>• IoT ( Driving Products )<br>• IA – Maching Learning (projects)<br>• Adobe Suite<br>• | Knowledge of<br><br>• Feeding Bots<br>• AWS – Azure<br>• API<br>• Omnichannel tools<br>• Digital Signage solutions<br>• RPA -IUPath ( Projects)<br>• Wordpress<br>• Back end<br>• Front end<br>• Ecommerce<br>• Solutions Architecture AWS<br>• Azure – Active directors<br>• Github |

## Skills

| Advanced | others |
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|  |  | Knowledge of |
| --- | --- | --- |
| • Agile Scrum<br>• Change Management<br>• Training & Development<br>• Benchmarking<br>• Business Intelligence<br>• Business Canvas<br>• Business case<br>• Growth Mindset<br>• Critical Thinking<br>• Lean Thinking<br>• Growth Hacking<br>• Data -Driven-Decision Making<br>• System Thinking<br>• Solving Problem<br>• Productive Thinking Model | Adaptability<br>HR Management<br>Sustainability<br>Customer Behavior<br>Launching Products (gtm) &<br>Engagement, adoption strategy<br>Retail Process<br>Internal Comms<br>Hacking Culture | • Consulting<br>• Coaching<br>• Acting tools apply to business<br>• Clown Meths<br>• Voice Work<br>• Design Thinking<br>• Storytelling |

## Professional Experience - Projects

| Company type | Project Scope | Languages/Archi |
| --- | --- | --- |
| SaaS + Agent<br>Assets Life cycle<br>Tracking Management<br>System.<br>New gen<br><br>UDT-  Miami | **Project:ATMS ng**<br>**Position: IT Product Owner/Scrum Master**<br>**To revamp from scratch the Agent, Customer interface and create an Admin panel.**<br>UDT's growth strategy found in the new product generation an opportunity to generate new business opportunities based on the data populated by each tenant. By being able to monitor and manage assets the sales and customer success area as well as the end customer can be in a constant data driven decision scenario.<br>The scope was to collect the value of the legacy version, concentrate the revamp effort on commercial and educational customers and develop a new agent to trigger the core capabilities of each tier.<br>My mission was from the beginning to elaborate the analysis of each phase, starting with the re-discovery, land the OKR's, make and propose the financial analysis, MVP forecasting, Business Plan, Tiers, system Role types, Governability Layers, Security implications and guide the stakeholder in the search of the main key metrics to offer more robust dashboards.<br>As a scrum master I led the team to focus on customer Outcomes, facilitate the understanding of functional requirements, conduct scrum sessions, ensure collaborative, self-managed work and ensure the psychological safety of the team.<br>As a product owner I am in charge of keeping the team aligned with the requirements, work closely with the stakeholder to refine the customer's needs and transforming them into value to transmit to the team the required functionalities and iterate with them, keep the backlog updated and healthy, keep the release plan updated, realistic and healthy and make the user stories and raise the functional and non-functional requirements. | Agent: NodeJS- Api Rest- API- Java – Event Hub – SQL – Azure Function<br>Customer interface: Angular –Type ORM – DataFactory –Data Lakes- ThirdParties Integrations Python- Java.<br>Admin Pane:<br>Angular – Nodejs,Java, Firebase. |
| Recruitment Platform -<br>Machine Learning<br><br>Artemis -Strainer | **Project: Artemis -Strainer**<br>**Positiom: Agile Product Manager**<br><br>Guiding the development of two platforms that optimize the selection | Backend:Ruby on Rails – Python<br>Machine Learning<br>FrontEnd: |

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| Applaudo Studios | process for talent acquisition and trainee program. Manage the backlog of both teams, constantly validating the product vision with stakeholders. Validate strategy to focus development efforts on business impacts, collaborate with agile facilitator in measuring scrum metrics and make product decisions based on data and organizational okr.<br>Lead the roadmap, optimize functional understanding of user stories. Work hand in hand with HR to feed the machine learning models to achieve the functional goals described in the flows to be covered. | Reactj |
| SaaS platfom – Property Management / Community building<br>**Applaudo Studios** | **Project: Alfred**<br>**Position: Product Owner**<br><br>Create the business model, product strategy, product vision, backlog, implementation strategy and product backlog for a SaaS for property management.<br>**Scope:**<br>Build with the scrum team 4 solutions simultaneously: Admin Panel, CMS, Apps for ios and Android.<br><br>Manage the backlog, Write functional User Stories, Convey SaaS needs such as governance layers and different user cases, constant validation of the product vision with the sprint and backlog objectives.<br>Identify, communicate and help win new business opportunities.<br>Cross-functional collaboration across technology areas and management teams to ensure proper integration of functions to meet objectives.<br>Critical support in the personal development and well-being of team members (team morale, career progression, workload, etc.).<br>Manage conflict and identify team improvements, provide feedback and establish action plans. | Backend: Node js / Nest – GraphQL – API rest<br><br>Frontend: Angular<br><br>Apps: iOS -Android |
| Donation Web | **Project: Teleton Website**<br>**Position: Product Owner**<br><br>Teletón is a non-profit organization that helps low-income people with special needs obtain access to rehabilitation, services, and supplies. Applaudo Studios built their Wordpress transactional website.<br><br>**Scope:**<br>Build a website that allows several donation type transactions for the main event, focusing on security, design enhancement (including content order) and payment gateway.<br>Responsibilities:<br>• Translate Teleton's needs into a delivery roadmap and backlog to ensure key goals are achieved.<br>• Collaborate with UX/UI Designers and Technical Leaders to define the project's best approach.<br>• Consolidated the main features needed to facilitate the stakeholders meetings in order to give the correct technical details in the reviews to help them understand the process and the agile framework.<br>• Manage the development backlog and the content backlog.<br>• Define sprint goals with the team and make sure they can be met.<br>• Gather all the information needed from stakeholder to be included in clear acceptance criteria.<br>• Conduct sprint plannings ensuring the understanding of every requirement, criteria, user story or new feature.<br>• Conduct sprint refinements in order to capture any doubts or possible blockers from team members and key internal stakeholders.<br>• Constantly interact with project managers and the scrum masters to manage the team in the correct way administratively and technically.<br>• Keep the backlog healthy, updated and granulated to track the effort and being able to follow up the progress with agile metrics.<br>• Participate in early performance testing and co-create with the security, DevOps and QA team strategies designed to support concurrent transactions while optimizing resources. | |

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| Digital Signage and Technology develop | **Project:** Implementation of digital signage technology . <br><br> **Position/Role:** Chief of Development <br> Responsible for developing new features create new opportunities designing new products and solutions with the technology of our partners. Advisory on change management, implementation digital adoption, | IoT ( Intel openvino) Scala (OpenAPI) |
| Innovation no profit association | **Project:** develop of new web for state <br><br> **Position/Role:** Product owner / Project manager / agile coach <br> Peruvian ministry of labor opened a call for its first innovation lab I was the project manager of the working table, acting as a leader, moderating the sessions, guiding the team and consolidating the project to present it. | JavaScript, HTML, CSS, AngularJS, AWS Services, Magento |
| Innovation no profit association | **Project:** Innovation Hub <br><br> Build the strategy to connect innovation ecosystem leaders with each other and build the first model of the start-up funnel, incubator, accelerator and venture capital. <br><br> Modelling the squads' framework and guiding the development and implementation of the organization's first collaboration platform. | |
| Logistic and last mile courier | **Project:** Customer platform & WhatsApp BOT <br><br> **Position/Role:**  Advisor and project manager <br> Prime Perú last-mile courier is a Start Up because it uses the technology of another Chilean start up called Simpliroute. During my consultancy, I participated in process improvement in the implementation of commercial, marketing and customer experience strategies. During the integration of the platforms, I participated in the UX design and implementation of the WhatsApp chatbot. | HTML <br> JAVA <br> WordPress <br> Chatbot <br> Alexa |
| Retailer | **Project:**  CIDI, Workplace, Sku Performance, Automatization, Omnichannel implementation of POS- click & collect – Digital signage <br> One of the biggest Retailers in Latin America. We implemented the first agile innovation app. I Lead as Product Owner several projects <br> These include the digital transformation of internal communication through digital signage, facebook workplace, claim web portal, Amanda chatbot, SKU App, among others. | ReactJS, Proact, HTML, CSS, AWS Services, NodeJS, ElectronJS, OpenApi Datawarehouse jQuery |
| Premios Latino America Verde | Mentor and validator of business cases for the latinoamerica verde awards. <br> Guiding mentees in their process of validation of business models, sustainability strategies, development. | |
| Lancaster Website – Difusion Tecnologica | Build the first internal platform for inventory management, stock control, data warehouse connection and e-commerce control in a single admin panel. <br> Build the e commerce revamp connected to admin panel | |

**Professional Experience - Roles**

# IT Product Owner  Sept 2022- Current

**UDT Miami; Florida  USA** – Remote from Perú

⊄    Transmits in a clear and transparent way the clients' needs to the Scrum development team.

- ∉ Carry out the Scrum Ceremonies
- ∉ Populate the Product Discovery Outcomes to the team.
- ∉ Works closely with multidisciplinary teams.
- ∉ Keep constant communication with the Stakeholders and the areas related.
- ∉ Supports sponsors to identify key elements that will maximize the product value and the definition of Minimum Viable Product (MVP).
- ∉ Prioritize components based on customer feedback or stakeholder requests
- ∉ Take input from the requests of stakeholders and transform them into usable Epics or User Stories.
- ∉ Keep the Roadmap updated
- ∉ Co-create with the tech leaders the Release plan
- ∉ Motivate the development team to accomplish their sprint goals.
- ∉ Creates user stories to clearly transmit the business needs by applying "INVEST" criteria.
- ∉ Promotes market "research" with the client to validate the value of the product.
- ∉ Validates the value given to the business on each iteration (Sprint review).
- ∉ Stakeholders Management: build a matrix to get each stakeholder's needs and project the value in increments.
- ∉ Operations Report
- ∉ Keep the psychological safety of the team UP!
- ∉ Collaborate with UX/UI Designers and Technical Leaders to define the project's best approach.

## Agile Product Manager  2021 Oct  - Sept 2022
**Applaudo Studios El Salvador**  – Remote from Perú

## Product Owner: 2021- Jun - Oct
**Applaudo Studios El Salvador**  – Remote from Perú

Promotes the vision and objectives of the client by prioritizing product backlog items, based on the feedback received from stakeholders.

Transmits in a clear and transparent way the clients' needs to the Scrum development team.

Works closely with multidisciplinary teams.

Maintains constant communication with the client.

Manage the Roadmap keep a healthy backlog and constant validation of the product vision

Supports clients to identify key elements that will maximize the product value and the definition of Minimum Viable Product (MVP)

## Business develop & Product Owner – 2020-2021
**Diffusion Tecnologica** – Perú

Responsible for new products and uses of technology. / Implementation Lead

## Project Manager & Engagement Lead – 2019 -2021
**Prime plus** – Perú

Projects and customer experience. IT lead and Marketing advisor

## Product Owner – 2019 - 2020
**SHIFT** – Perú

Project for State ( The re design of a platform for the Ministry of Labor: Lab)

## Product Owner – 2016 -2018
**FALABELLA** – Perú

**Education & Certifications**

## Psychology 2014
**UCSM Universidad Catolica de Santa María** – Arequipa Perú

## Silicon Valley Institute 2017
**Change Management and Digital Transformation program** – Online

## FAST ENTREPRENEUR AGILE PROGRAM 2017
**Pontificia Universidad Católica del Perú**