Guillermo Ruiz-Camauer

Senior Product Owner

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PROFILE

Strategic and results-oriented product leader with 20+ years of experience in software development and product ownership across diverse industries, including biotech, finance, telecom, and market research. Proven success managing complex digital platforms and leading large cross-functional teams to deliver scalable, user-centric solutions. Deep expertise in Agile methodologies, including Scrum and SAFe, with a strong focus on backlog management, sprint planning, and continuous delivery. Skilled in aligning business goals with technical execution and driving the full software development lifecycle. Experienced in leveraging AI to enhance product capabilities, automate workflows, and extract actionable insights. Collaborative and analytical, with a strong track record of stakeholder engagement and a commitment to continuous innovation and operational excellence.

CORE SKILLS & EXPERTISE

- Product Strategy & Lifecycle Management
- Agile / Scrum / SAFe Methodologies / PI Planning
- Backlog Management/Grooming (Epics, Features, User Stories, Use Cases)
- Roadmap Planning & Prioritization
- Stakeholder Engagement & Voice of Customer (VoC) Integration
- Requirements Gathering & Acceptance Criteria Definition
- Cross-Functional Team Leadership (Engineering, QA, Design, R&D)
- Sprint Planning, Refinement & Agile Ceremonies Facilitation
- Market & Customer Research
- Technical Roadmaps & Digital Transformation
- APIs & System Integrations
- Data Management & Reporting
- Data Analysis (SQL, Python, Power BI)
- Tools: Azure DevOps, Jira, Confluence, Miro, Figma, Pendo

CERTIFICATIONS

- **Explore a Career in Product management** – LinkedIn Learning (2025)
- **Innovation Management** – Erasmus University Rotterdam (2023)

- **Professional Scrum Product Owner (PSPO I)** – Scrum.org (2022)
- **SAFe Agile Training** – Sartorius Internal (2022)
- **Microsoft OKR Leadership Program** – Viva Goals (2023)
- **Agile Project Management** – LinkedIn Learning (2021)

EXPERIENCE

Sartorius North America — *Product Owner, Software Innovations*   **2021 – Present**

- **Backlog management** of an automated system for aseptic sample extraction and analysis from bioreactors, integrating five hardware modules (two from external partners).
- Performed all **Agile ceremonies** (Sprint Planning, backlog grooming, standups, retrospectives, Sprint Reviews, etc.)
- **Managed roadmap, VoC discovery, and cross-functional alignment** with R&D, QA, and regulatory teams.
- Drove data integrity in GMP environments, ensuring audit readiness and compliance.
- Conducted **market research and customer discovery**, including site visits to GSK, AstraZeneca, and Pfizer, capturing user pain points and shaping development strategy.
- Contributed to strategy and go-to-market planning for product introduction, ensuring **alignment with compliance and performance KPIs**.

ARESCO / Julio Aurelio S.A. — *Senior Product Owner*   **1991 – 2021**

- **Led the end-to-end digital transformation** of legacy paper-based, door-to-door polling into an automated IVR-based platform, reducing end-to-end turnaround time from **3 weeks to 1 day** and cutting operational costs by **over 80%** while expanding geographic coverage and data accuracy.
- Designed and implemented an **AI-powered** speech analytics pipeline that:
  - Captured open-ended voice responses in .wav format.
  - Applied noise reduction and silence trimming for clarity.
  - Converted audio to text via speech-to-text (STT) engines.
  - Classified and enriched responses using **AI-driven sentiment analysis and topic modeling**, accelerating qualitative data interpretation.
- Developed and deployed **RESTful Salesforce integrations** to automate CRM workflows, enabling real-time survey response syncing and eliminating redundant manual data entry across client systems.
- **Directed agile development across multidisciplinary teams**, including software engineers, QA, field operators, and telecom vendors, ensuring **high availability, data integrity, and regulatory compliance**.

- Built a **real-time data analytics and reporting portal** for clients, featuring statistical breakdowns, crosstabs, maps, and visual dashboards—empowering stakeholders with immediate insights to inform political strategy, public sentiment, and resource allocation.

McLean Technology Group — *Founder / Partner*   **1990 – 2018**

- **Co-founded and scaled a custom software development firm** serving enterprise clients in Argentina across banking, telecom, manufacturing, and government sectors, including Santander, Telefónica, Reuters, and Unilever.
- **Led product strategy, delivery, and client success** across dozens of complex software initiatives, combining technical leadership, business analysis, and project ownership to drive long-term client partnerships and solution adoption.
- Owned the full product lifecycle for platforms ranging from financial reporting systems to telecom billing and workflow automation tools, ensuring solutions aligned with evolving market needs and compliance standards.
- Built and **managed a high-performing team** of up to 18 developers and analysts, overseeing recruitment, mentorship, performance management, and professional development.
- Managed **client discovery, scope definition, and stakeholder alignment**, bridging the gap between non-technical executives and technical teams to ensure delivery of high-value, user-centered solutions.
- Designed **custom reporting platforms and SQL-driven dashboards** that enabled clients to generate actionable insights from real-time and historical data.
- Successfully negotiated the partial acquisition by ARESCO, leading to the company's eventual full acquisition and integration into ARESCO's broader consulting and polling infrastructure.

Cambridge Technology Group — *Technical Team Leader*   **1989 – 1990**

- Collaborated on early-stage digital transformation efforts with companies such as Owens Corning and Andersen Windows.

Boston University Center for Space Physics — *Research Assistant*   **1987 – 1989**

- Supported NASA-funded research on atmospheric chemistry, developing imaging systems for field launches.

EDUCATION

- **MS, Computer Engineering** — Boston University   **1989-1989**
- **BS, Computer Engineering** — Boston University   **1984-1988**

LANGUAGES

- English: Bilingual
- Spanish: Native
- German: CEFR A1