JORGE LUIS CABALLERO ZUÑIGA

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SUMMARY

Senior Product Manager | Lead Business Analyst | AI-Driven Product Development | Enterprise Data & Analytics | Digital Transformation

Currently working as a Product Manager/ Lead Business Analyst with 14 years of experience in IT multinational companies and agile environments. International working experience and strong academic background, highly motivated leader with the aspiration of being a key team player for a company that takes care of people. Results and user-experience oriented person who always stands by his beliefs and pursues knowledge, skilled in achieving operational efficiency and increasing the value of the company. Exceptionally friendly as a team member and detailed client success oriented. Performing the best for my company and its customers.

Experienced in leveraging Generative AI, AI Agents, and AI-driven Product Development Lifecycle (AI-PDLC) methodologies to transform traditional software development processes. Strong background in enterprise-scale platforms, Big Data analytics, data validation, semantic models, and metadata management, combined with hands-on expertise in AI-driven development, leveraging Codex, Claude, Factory AI Droids, Copilot, and agentic AI workflows to accelerate requirements engineering, feature definition, user story creation, rapid prototyping, and software delivery while bridging business strategy, technical execution, and customer needs.

TECHNICAL SKILLS

- REQUIREMENTS GATHERING: **Jira, Azure DevOps, Rally**, **VS Code with agents**
- BACK END: **Python advanced, R**
- FRONT END: **JavaScript, HTML5, CSS3**, **Typescript**
- DATABASES: **MySQL, PostgreSQL, Snowflake**, **Supabase**
- AI: **ChatGPT, Codex, Claude, Gemini, Midjourney, Dall-e, GitHub Copilot, Factory, Droids, Copilot, AI PDLC**
- DATA manipulation, modeling, and project management: **Microsoft Office, Power BI, Tableau, MS Project, Vision, Lucid Chart, Jira, Slack, Python libraries like Pandas, NumPy, MatplotLib, Rally, Grafana**
- COLLABORATION / UI/UX WIREFRAMES: **Miro board, Mural, Confluence, Whimsical, Figma, Zeplin**
- CLOUD: **AWS: S3 buckets, EC2 instances, Glue, Athena, EMR for spark, QuickSight for BI, Elastic Beanstalk, Amplify, Lambda**. **AZURE: Azure Blob Storage, Azure Virtual Machines, Azure Data Factory, Azure Synapse Analytics, Azure Databricks, Power BI, Azure App Service, Azure Static Web Apps, Azure Functions. GCP: Google Cloud Storage, Compute Engine, Cloud Dataflow, BigQuery, Dataproc, Looker, Google Data Studio, App Engine, Firebase Hosting, Cloud Functions**.

PRODUCTS TO MARKET

- **Conflict Check Application (CCA)** – Cloud Web based application for Mizuho investment bank to gather data from ten different data sources to automate the analysis of conflict of interest in M&A(Mergers and Acquisitions) transactions. Azure cloud used, Angular and .Net core stack
- **Dish Service Continuity (DISC)** – Web-based application with different features for processing portins, subscriptions, claim checks, e-sims, order lifecycle, and payment RTR. The application is also responsive for mobile and is on React for the front end and Java for the back end.
- **Service Continuity Tool(SCT)** – This is a Dashboard in Grafana mounted on AWS with different KPIs and querying directly from Snowflake.

- **Yard Management System (YMS)** – A web and mobile application to manage Nordstrom (Customer) distribution centers yards. Within EPAM team acting as the Product Manager and sponsored by Senior VPs we launched the MVP in 6 weeks and still building it as a robust application, with a team of 10 developers, UI on React and backend on Java, leading the Scrum methodology and ceremonies on a daily basis, in charge of building the product brief, business case, roadmap, user personas, UI wireframes, epics, user stories, documentation in confluence and high level business flows in Miro Board

EXPERIENCE

- **EY** (Ernst & Young) **– Product Manager/ Lead Business Analyst – 1.5 years 04/25 - Current)**
  1. Lead requirements engineering and product enhancements for EY Helix, EY's global audit analytics platform, with a focus on strengthening the General Ledger Analyzer and improving enterprise-scale financial data analysis capabilities.
  2. Drive functional requirements and data validation enhancements for the Journal Entry Fraud Risk Analyzer, supporting auditors and Data Intelligence Specialists in assessing data quality, identifying exceptions, and evaluating audit-related risks.
  3. Collaborate with cross-functional teams to enhance Big Data ingestion, cleansing, transformation, and processing workflows, improving the robustness and reliability of financial analytics.
  4. Contribute to the evolution of semantic models and metadata layers, enabling more consistent data interpretation, governance, and analytical capabilities.
  5. Apply AI-powered Product Development Lifecycle (AI-PDLC) practices using Claude, Factory AI Droids, GitHub Copilot, and AI agents to accelerate requirements discovery, user story and feature definition, and rapid prototyping.
  6. Bridge business, audit, data, and engineering teams to translate complex requirements into actionable product features and development-ready specifications, streamlining the Software Development Life Cycle (SDLC).
- **Persistent Systems – for Mizuho investment bank – Product Manager/ Lead Business Analyst – 1.5 years 08/23 – 04/25)**
  1. Creation of Products GCR Reconciliation using DUCO app which is a reconciliation between different databases and showing on a web-based report. And CCA (described above) for M&A transactions of this investment banking.
- **CSG International – Product Manager/ Lead Business Analyst – 1 year – Current (06/22-08/23)**
  1. Creation of products SCT and DISC described above for Dish client (Telecommunication), with all the phases involved (Product discovery, product ideation, requirements elicitation, design, development, move to production, maintenance)
  2. Creation of Initiatives, features, and user stories, as well as the roadmap for the product vision
- **EPAM SYSTEMS – Senior Business Analyst / Product Manager – 1 year (06/21-06/22)**
  1. Yard Management system launch described above for Nordstrom client (US luxury store)
  2. Initial product documentation described above, along with OKRs, Roadmap, creation and prioritization of backlog, acting as the bridge between executive and user requirements and development team
- **DEXTRA Technologies – Senior Business Analyst/Product Owner with SQL and Python – 10m (08/20-06/21)**
  1. EMDM - Entity Master Data Management for the whole company
  2. Product Owner for data migrations, integrations with other applications, and data initializations
- **EPAM Systems – Senior Business Analyst – 11 months (09/19-08/20)**
  1. Metrics focal for Process & Quality team in e-commerce division, developing business models of corporate KPIs through ETL (Extract, transform, load) information
  2. Processes and Runbook creations from scratch for corporate Knowledge bases (KBs)
  3. Gathering external client's requirements from worldwide clients (E.g. Google)
  4. Automate tasks with Python and R and model it with Power BI
- **Web Developer / Freelancer** – **1 year (09/19-08/20)**
  1. Freelancing and learning through projects on diverse web platforms.

- **Hp Inc – Business Analyst – 2 years(09/17-09/19)**
  1. Project simplify for SAP implementation project through UAT and Testing
  2. Analyze internal client´s business requirements through work breakdown structure and analyzing business and financial risks in investments
  3. Data manipulation and daily reporting for finance and treasury directors
- **IBM – Business Analyst – 3 Years (09/14-09/17)**
  1. Data manipulation with R and Python for automation and obtained the green belt six sigma certification.
  2. Engage directly with external clients to fulfil their needs and support in business applications
  3. Using analytics to gather useful data to create statistical models to improve decision making and optimize the daily reports and obtained the agile practitioner certification
- **Continental Automotive – Business Analyst Intern – 1 year (09/13-09/14)**
  1. Gather requirements for automotive projects and present BI Models to higher executives and black belts for quality assurance and automation projects

PROJECTS

- Amortization UI **(HTML, Typescript)** Link to Source Code
- Payment Reminders **(Typescript, HTML)** Link to Source Code
- QQQ vs NASDAQ **(Python)** Link to Source Code
- Dice Game (**HTML5, CSS3, JavaScript ES6**) Link to Source Code
- Budget **(JavaScript, HTML, CSS)** Link to Source Code
- Stock Trader (**Python**) Link to Source Code

CERTIFICATIONS

- **Product Management University** – 6 months executive course from Epam internal team
- **SAFe Product Owner / Product Manager** – by Scaled Agile Framework
- **SAFe Certified Agilist** – by Scaled Agile Framework
- **Python Certification – The complete Master Course** 50 hrs of video on demand thru mid-advanced level
- **SQL Course – Codecademy.com –** 40 hrs of practical code course for Databases
- **CS50 Computer Science Certification (Harvard Online) –** Introduction to C, C++, Python, JavaScript, and fundamentals of computer science.
- **Green Belt –** Lean Six Sigma

LANGUAGES

- **English**
- **Spanish**

EDUCATION

- **Master´s Degree in Computer Science** – ITESO – 2022 (2-year program)
- **Master´s Degree in Finance** – University of Guadalajara – 2018 (2-year program)
- **Bachelor's degree in Business Management** – ITESO – 2015 (5-year program)