

Joaquín Sepúlveda

Product Manager

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Professional Summary

- Product Manager with **10 years of experience** and a product-builder mindset, bringing deep expertise in **UX/UI and data management**. I've shipped **SaaS B2B, B2B2C, and consumer products** across startups and consultancy, coaching other PMs to fully own the role.

Experience

Aby.one – Senior Product Manager

[Feb 2026 – Present]

AI Entertainment – B2C

During my time on the team, sign up conversion and retention both tripled.

- Owned and shipped the aby.one consumer website and app end to end, from concept to production across desktop and mobile, as a core driver of subscription growth.
- Built a real-time metrics dashboard (including cohort retention analysis) that became the team's source of truth and shaped what we prioritized next.
- Developed internal content-management tools that streamlined production and publishing, letting a small team ship more, faster.

ThoughtWorks – Lead Product Manager

[Oct 2025 – Feb 2026]

Technology Consultancy – B2B

- Served as embedded Lead Product Manager on a client engagement, coaching a product manager into full ownership of the role.
- Built the PM's capability across product discovery, roadmap prioritization, and stakeholder management, establishing rituals and frameworks for a sustainable handoff.

MIVO – Founder

[Jul 2024 – Feb 2025]

Computer vision – SaaS B2B

- Led end-to-end development of an AI-powered computer vision analytics solution, from user interviews and market research to UI/UX design, piloted across 30 stores (7 major clothing brands).
- Collaborated with a co-founder to deploy a YOLO-based computer vision model on Raspberry Pi devices for people counting via security cameras. Built internal testing tools to validate performance.

Zerofox – Product Manager

[Mar 2023 – Jun 2024]

Cybersecurity – SaaS B2B

- Drove a **10% increase in purchases of On-Demand Investigations & Intelligence Services** through targeted UX/UI improvements.
- Managed the feature roadmap for three cross-functional teams focused on Deep and Dark Web, Telegram, and integrations.
- Developed a monitoring dashboard for Deep and Dark web sources, with automated alerts for critical sources and a system to categorize web sources. Improved visibility into key data feeds and enhanced overall reliability.

rFlex.io – Product Manager (previously Customer Support Lead)

[Dec 2016 – Dec 2022]

Healthcare – SaaS B2B2C

- Grew annual revenue from **60k USD to 900k USD** and secured 90% of Chile's private healthcare market by developing and executing product strategy while managing stakeholder expectations.
- Achieved a **10% increase in MRR** by launching an app (**adopted by 30k+ users**) that included upselling features, built with design and engineering teams under a tight 3-month deadline.
- Boosted **customer health score by 30%** by creating a BI dashboard to measure customer experience and assign value scores. Proactively addressed low-scoring clients to improve retention and engagement.

Certifications

Product School – Product Manager Certificate

📅 Jan 2022 – Apr 2022

Coursera – Data Science I: Fundamentals

📅 Aug 2022 – Oct 2022

Platzhi – User research, Design thinking, UX/UI Fundamentals, Lean UX, Usability, Python fundamentals, Machine learning

📅 Jan 2020 – Present

Education

Universidad Adolfo Ibáñez – Engineer

📅 2010 – 2014

International School La Serena

📅 1996 – 2009

Skills

Tools

Claude Code

Claude Design

Power BI

Looker Studio

Figma

V0

Languages

Spanish

English C2