

CARLOS FRANCIA QUIOZA

Senior Product Owner | Product Manager | Senior Project Manager

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PROFESSIONAL PROFILE

Digital strategist and bilingual Senior Product Owner, specialized in driving digital transformation in the corporate market. With a solid collaborative track record in the design and scalability of technological products, working as a team under agile methodologies (Scrum, Kanban, Lean Startup) to maximize ROI. High ability to align business vision with technical architecture, fostering synergy in agile cells and co-leading high-performance multidisciplinary teams under strong levels of demand. 100% data-driven approach: collaborative management of the complete product lifecycle (end-to-end), working together to ensure commercial profitability, operational optimization, and the achievement of measurable strategic KPIs.

PROFESSIONAL EXPERIENCE

Manager / Product Lead

NRJ Service SpA — Santiago, Chile | Oct. 2025 – May 2026

- **Agile Leadership & Teamwork:** Directed multidisciplinary cells ensuring, together, the overachievement of commercial and operational KPIs aligned with the executive roadmap.
- **Business Development:** Collaborative definition and execution of the roadmap for opening new business lines and consolidating brand positioning in the market.
- **Profitability Optimization:** Co-creation of sales scaling plans with auditable quarterly OKRs, achieving a direct impact on the bottom line (P&L) through joint effort.
- **Stakeholder Management:** Active participation and co-leadership in negotiations, representing the organization before critical suppliers and strategic allies (B2B) to strengthen the commercial ecosystem.

Partner & Product Owner | Project Director & Commercial Manager

Novelty Group — Santiago, Chile | Nov. 2020 – Present

- **End-to-End Product Management:** Collaborative management of the entire digital product lifecycle, from technical architecture conception to Go-to-Market, organizing teams to ensure budget control and business viability.
- **Logistics Optimization:** Joint design and implementation of a robust import management

system for CEC, successfully reducing bottlenecks and shortening logistics SLA times as a team.

- **Growth & Conversion:** Synergistic work developing solutions based on user behavior analytics (data-driven UX/UI), leveraging a proven increase in conversion rates (CRO) and revenue.
- **Technological Innovation:** Key participation in integrating immersive technologies (VR/AR and GenAI) as a team, modernizing e-learning platforms and revolutionizing corporate digital commerce.

Leader of Remote Channels & Innovation Development

Cencosud S.A. / Banco Paris — Santiago, Chile | Sep. 2015 – Nov. 2017

- **Core Digital Transformation:** Drove the migration and technological modernization of the Bank's remote channels, integrating cutting-edge solutions in collaboration with various areas to optimize operational efficiency.
- **eBanking Development:** Orchestrated teams to launch world-class transactional platforms (Digital Payments, Interactive Statements) for Cencosud Visa and MasterCard Credit Cards, radically improving the user experience (CX).
- **Advanced Analytics:** Coordinated annual commercial plans based on Customer Data Analytics, integrating the vision of multiple departments to identify new profitability avenues in the Retail financial market.
- **Award:** Recipient of the **Cencosud Innovation Award** for developing high-impact digital platforms.

Project Manager

BiblioRedes — Bill & Melinda Gates Foundation | Santiago, Chile | Jul. 2006 – Sep. 2008

- **Social Project Management:** Joint administration of budgets and software architectures for virtual public access services, actively contributing as a team to reduce the digital divide.
- **Award:** Honored with the **Stockholm Challenge Award** ("Internet Nobel") for innovation in social impact projects.

EDUCATION

Bachelor in Persuasive Communication — Advertising

Universidad del Pacífico

Business Administration (Studies completed)

Universidad Central de Chile

CERTIFICATIONS

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Scrum Foundation Professional Certificate (SFPC) — CertiProf

CORE SKILLS & KEYWORDS

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Product Management: Digital Product Management, Product Roadmap, Go-to-Market Strategy, End-to-End Product Lifecycle.
- **Agile Methodologies:** Scrum, Kanban, Lean Startup, Agile Frameworks, OKRs, Agile Cell Management.
- **Technology & Innovation:** Digital Transformation, Technical Architecture, Immersive Technologies (VR/AR), Generative AI (GenAI), e-Learning Platforms.
- **Business & Data:** Data-driven Analysis, Conversion Rate Optimization (CRO), User Experience (UX/UI / CX), Stakeholder Management (B2B), Budget Control, Profitability (P&L).

LANGUAGES

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Spanish: Native
- **English:** Fluent / Bilingual