

Fernanda Flores

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PROFILE

Senior Product Manager with 5+ years building B2B and B2C platforms in logistics and marketplace tech. I've taken products from 0 to 1, scaled them across 4 international markets, and shipped AI/LLM integrations that cut operational costs and manual work in measurable ways. I move comfortably between product strategy, technical architecture, and cross-functional execution, and I'm at my best in high-growth environments where the product and the business are still being figured out together.

WORK EXPERIENCE

Senior Product Manager (Apr. 2024 – Present)

Driver: AI-powered vehicle logistics platform, 4 global markets, 1M+ annual vehicle moves New York, NY

- Generated \$70K in projected annual savings for a flow serving 4,000 monthly users by designing pre-qualification logic that reduced onboarding drop-off and replaced a manual third-party identity verification step.
- Reduced inbound stakeholder inquiries by 30% through a Jira-integrated LLM system that auto-generated roadmap status responses, covering queue position, sprint dates, effort estimates, eliminating PM involvement on routine status questions.
- Led migration of 90% of account data from Salesforce to a native AWS microservice, maintaining 100% continuity throughout while eliminating dual-platform maintenance and reducing CRM licensing costs.
- Reduced OpEx by 15% by building a trip engine that automated driver payments and NetSuite cost allocation, replacing a patchwork of manual finance workflows and Python billing scripts.
- Scaled the platform to 3 new international markets, partnering with Legal and Compliance on cross-border regulatory alignment, enabling 40% user growth without adding headcount to support operations.
- Reduced finance manual labor by 30% by productizing a native pricing engine to replace legacy Python scripts and billing workflows; optimized custom configuration setups.

Support Operations Manager (Aug. 2022 – Mar. 2024) | *Driver*

New York, NY

- Built Customer Operations from scratch, grew to 30+ staff, designing the CRM, dashboards, and automated reporting that the entire GTM org still runs on.
- Reduced registration support volume by 70% by identifying and fixing the root-cause UX friction points, turning an ops problem into a product fix.
- Boosted First-Call Resolution by 50% and CSAT by 27% by building the company's first internal knowledge base, structured around cross-functional user interviews and standardized SOPs.
- Synthesized weekly QA intelligence for the C-suite, translating operational gaps directly into product requirements; improved procedural accuracy by 16%.

Sr Strategy Consultant (Feb. 2021 – Jul. 2022) | *Nepanoa Transformation Advisory LLC*

Guadalajara, MX

- Accelerated a \$300M acquisition by leading end-to-end adoption of proprietary B2B client software, ran boots-on-the-ground pilots and training that increased throughput 230% (from 1.2 to 4 units/day).
- Developed a US market entry strategy for a SaaS startup: TAM sizing, competitive benchmarking, site selection, and a launch roadmap targeting a \$200M+ addressable market.
- Reengineered 16 core business processes for a portfolio company, prioritizing a 60-item backlog and delivering KPI tracking, risk assessments, and mitigation plans to VP-level stakeholders.

EDUCATION

Tecnológico de Monterrey (Aug. 2016–Dec. 2020) *BS Industrial Engineering and Systems Engineering* Guadalajara, MX

One of Latin America's top-ranked engineering universities. Exchange semester at Boston University (2018).

ADDITIONAL SKILLS

Languages/Certifications: Bilingual English/Spanish, conversational German, Digital Transformation (BCG/UV)

Operations & Strategy: CRM administration, SOP design, process optimization, Agile/Scrum, KPI tracking, market sizing (TAM), competitive analysis

Product: End-to-end lifecycle (Discovery to GTM), product strategy & roadmapping, OKRs, 0 to 1 product development, AI/LLM integration, data-driven prioritization

Technical Skills: SQL, REST APIs, Amazon SQS, AWS microservices, LLM/RAG systems, NetSuite, Salesforce (admin), Jira, Confluence