

MARCO ALVAREZ

Product & Tech

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EXPERIENCE

Head Of Product

Kontempo.io (Credit Platform for B2B) 2021 - Present Hybrid

- Kontempo's first employee, reporting to CEO
- Conceived and designed Kontempo's product from scratch
- Contributed to Kontempo's \$30M USD seed round by leading the development and launching of the MVP within the first 3 months of operations initiation
- Led the development and launch of Kontempo's platform, including: Back office, 3rd party integrations, Credit risk engine, Merchant dashboard, Hosted checkout, JavaScript SDK, and APIs
- Drove Product-Led Growth (PLG) by launching scalable self-serve onboarding for merchants and optimizing SDK/API integration for faster time to value
- Led growth initiatives to drive buyer activation and retention — including onboarding optimization, incentive and loyalty programs, and merchant dashboard improvements to accelerate first-buyer conversion

Sr Technical Product Lead

Stori (Credit Card & Savings Account) 2024 - 2024 Hybrid

- 3-months project leading the rebuild of login and digital signature components to enhance user experience and app security, ensuring robust documentation and system observability for internal teams.

Product Lead

Centeo (Lending as a Service) 2020 - 2021 Remote

- Centeo's first employee, reporting to CEO
- Led the development and launch of Centeo's lending platform including: customer onboarding, KYC, data sources integration, risk model, payouts and collections, reporting to credit bureaus, accounting
- Led and managed the integration of our lending solution with two of the largest mPOS companies in Mexico

Head of Product

Segundamano.mx (B2C Marketplace) 2019 - 2020 Mexico City

- Led a team of 3 Product Managers and 2 Advertising specialists
- Led the development & launch of Segundamano's public API

Product Manager, Marketplace

Segundamano.mx (B2C Marketplace) 2018 - 2019 Mexico City

- Successfully managed the implementation and launch of SIFT science system (payment protection & content integrity), decreasing chargeback rate in 40% and automating 95% of content moderation
- Led a multi-functional team (data, marketing, engineering, design) to implement Recombee (machine learning recommendation system) obtaining 3x more conversions on items showing recommendations

Product Manager, Advertising

Schibsted Media Group (B2C Marketplace) 2017 - 2018 Remote

- Managed digital advertising implementation for emerging markets: UK, Finland, Tunisia, Mexico, Belarus, Morocco, and the Dominican Republic

Product Owner

Segundamano.mx (B2C Marketplace) 2016 - 2017 Mexico City

- Managed new features implementation in all platforms (web, Android and iOS)

Android Engineer

Segundamano.mx (B2C Marketplace) 2015 - 2016 Mexico City

- Contributed to the company's mobile app development and data tracking
- The app was selected by Google as one of the 2015 Best Apps in Mexico

Co-founder & CTO

ILLUTIO (Augmented Reality Tech startup) 2013 - 2015 UK

- Developed the Augmented Reality System that received a seed investment of £24,000 and a 1-year incubation

EDUCATION

Artificial Intelligence and Machine Learning: Business Applications

Texas McCombs School of Business

2025 - Present Hybrid

Innovative Product Leadership: The Emerging Chief Product Officer

Stanford University

2023 California, USA

Fintech / Minor

ITAM

2022 Mexico City

Ley Fintech / Minor

Universidad Anáhuac México

2022 Mexico City

Software engineering / Study Abroad

Jönköping University

2012 Sweden

Mechatronics / Bachelor degree

Tecnológico de Monterrey

2008 - 2013 Mexico

COURSES & CERTIFICATIONS

Growth Product Manager

Nanodegree program - Udacity

Product Academy program

Sponsored and hosted by Adevinta - Barcelona

Agile for Product Managers and Product Owners

280 Group, AIPMM - New York City

AWARDS

Hackathon winner

- Wayfinding challenge by the UPenn
- Ford Smart Journey by Ford Motor Co

SIDE PROJECTS

ProductUp Co-organizer

Product & Tech Meetup community.

Aprendiendo.ai Creator

Learning AI in public.

SKILLS

Product & Tech

Stakeholder management

Discovery

Prioritization

Product roadmap

Agile

JIRA

Vibe coding

Software development