

FERNANDO PEREZ

📍 Mascot, NSW | 📞 0420 535 609 | ✉ fperez30@gmail.com | English (C1 Level)
Work rights: Student Visa 500 | Availability: Full-time (Dec-Feb) with potential part-time continuation
<https://www.linkedin.com/in/fernando-perez-tapia/>

Product Owner with 8+ years of experience leading digital initiatives across banking and insurance industries. Skilled in translating complex business needs into actionable, data-driven solutions. Experienced in agile delivery, customer research, and stakeholder engagement to drive process improvement and measurable business outcomes. AWS and Cloud certified, with strong analytical and technical fluency.

SKILLS

- **Backlog refining & prioritization:** experienced in writing user stories and prioritizing backlogs that deliver business value for large-scale web and mobile applications.
- **Customer research & feedback gathering:** implemented product features based in customer research and led continuous improvement using data analytics and user feedback.
- **Team leadership:** led multi-disciplinary Agile teams (Dev, Design, QA, Data) responsible for product development, launching and performance monitoring.
- **Stakeholder engagement & problem-solving:** skilled in negotiating with diverse stakeholders, use my tech-fluent know-how to design scalable and cost-efficient MVP solutions.

EXPERIENCE

Product Owner – Banco de Crédito del Perú

Aug 2022 – Dec 2024

Peru's largest bank, 7M+ monthly app users

- Managed and prioritized the mobile app product backlog focused on onboarding, self-service and martech features – contributing to +25% YoY growth in active users.
- Led the deployment of A/B tests campaigns using owned / paid media, resulting in +40% YoY growth in self-service feature usage.
- Led automated customer lifecycle campaigns using Adobe Marketing Cloud, resulting in +20% YoY revenue growth through payment feature usage.

Product Owner – Rimac Seguros

Apr 2021 – Aug 2022

Peru's largest insurance company, 3M+ customers

- Led 3 Agile teams (40 people) developing digital products for insurance sale and post-sale customer journeys, achieving 2x YoY growth in digital sales.
- Managed and prioritized the digital sales and renewals product backlog (auto, health, and life insurance), increasing YoY delivery rate by +30%.
- Engaged with design teams to obtain first-hand customer feedback through interviews and analytics.

Product Owner – Banco Internacional del Perú

Feb 2017 – Mar 2021

Peruvian bank, 5M+ customers

- Led a product development Agile team focused on developing digital sales features, increasing digital vs. physical sales ratio from 5% to 30% in 2 years.
- Oversaw machine learning migration from SAS (on-premises) to AWS Cloud, achieving first MVP 25% faster than expected.

EDUCATION

Master in Computer Science

Aug 2025 - Jul 2027

University of Sydney (Expected Jul 2027)

International Graduate Program in Digital Marketing

Jan 2016 – Jan 2017

ESAN (Peru) / ESIC Marketing School (Spain)

Bachelor in Business Administration

Mar 2008 – May 2014

Pontifical Catholic University of Peru (Peru) - Graduated 1st (top of class)

CERTIFICATES

AWS Cloud Practitioner Certificate – AWS Web Services

Issued Mar 2024

Product Management Methodologies Certificate – Columbia Business School

Issued Oct 2022

Cloud & DevOps Certificate – MIT Professional Education

Issued Sep 2020

INTERESTS AND HOBBIES

Blogging, founder [@OffTheStream](#), a decade-old indie music blog & social media channel (+2k community)

Technology Trends & Events, completed a 20-hour volunteer shift at SXSW Sydney 2025 last October.