

# Fernando Perez

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## Profile

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Product Owner with 8+ years of experience delivering digital products in Tier-1 banking and insurance environments. Strong ability to bridge business strategy with technical execution, enabling faster experimentation and delivery. Recently expanded into hands-on system development, designing and building LLM and agent-powered pipelines. Currently pursuing a Master of Computer Science at the University of Sydney.

## Skills

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- **Product & Delivery:** Agile delivery, backlog refinement, user story definition, stakeholder alignment, JIRA.
- **Cloud & Data:** AWS Certified, SQL, experience working with data pipelines and analytics platforms.
- **Tools & Platforms:** Git, Python, experience building end-to-end hybrid LLM/API pipelines, agent orchestration.
- **Collaboration:** Cross-functional coordination with engineering, design, QA and data teams; SAFe experience.

## Professional Experience

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**Product Owner, Banco de Crédito del Peru** **Lima, Perú** 08/2022 - 12/2024

- Managed backlog refinement and prioritization for mobile native app initiatives focused on onboarding, self-service and martech features, contributing to +25% YoY growth in active users.
- Coordinated public website enhancements focused in self-service and sales features using IBM Cloud and HCL DXP, doubling digital sales referrals in six months
- Contributed to the implementation of automated customer lifecycle workflows using Adobe Marketing Cloud, resulting in +20% YoY revenue growth through feature adoption.

**Product Owner, Rimac Seguros** **Lima Perú** 04/2021 - 07/2022

- Managed backlog refinement and prioritization for digital sales and renewals platforms (auto, health, life insurance) leveraging AWS services and CMS platforms, contributing to 2x digital sales YoY.
- Utilized data analytics and experimentation to propose feature optimizations and improve conversion rates, using Adobe Analytics and Adobe Target.
- Contributed to the enterprise CMS migration from Adobe Experience Manager (on-premises) to ContentStack (SaaS), supporting alignment between business needs and technical implementation.

**Product Owner, Banco Internacional del Perú** **Lima, Peru** 02/2017 - 03/2021

- Coordinated Agile delivery of real-time, trigger-based marketing capabilities (App/Email) leveraging Teradata, AWS Cloud, and Acoustic Campaign supporting backlog prioritization and alignment.
- Collaborated during the migration of real-time recommendation model from SAS (on-premises) to AWS Cloud, assisting in technical documentation and requirement clarification.

## Education

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**Master of Computer Science** *University of Sydney* 2025-2027

Current WAM: 90+ (High Distinction)

**Bachelor in Business Administration** *Pontificia Universidad Católica del Perú* 2008-2014

Graduated with 1st Class Honours

## Certifications

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- AWS Cloud Practitioner Certificate - AWS Web Services (Mar 2024)
- Product Management Methodologies Certificate - Columbia Business School (Oct. 2022)
- Cloud & DevOps Certificate - MIT Professional Education (Sep. 2020)