

FERNANDO PEREZ

SENIOR PRODUCT MANAGER · AI & DIGITAL PLATFORMS

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Work rights: Available immediately for contract engagements. Full unrestricted work rights from July 2027 via the 485 Temporary Graduate visa (2 years, no employer sponsorship required).

PROFILE

Senior product leader with 10 years delivering digital products at Tier-1 banks and insurers serving up to 9 million customers. Experience leading a three-squad portfolio of 40 people and holding an interim executive remit over a team of 80. Now completing a Master in Computer Science (AI & Data Science) at the University of Sydney with a High Distinction record, and building applied AI systems hands-on: LLM and Retrieval-Augmented Generation pipelines, knowledge graphs, and LLM-based evaluation frameworks. Seeking senior product roles where commercial product judgement and genuine applied AI capability need to sit in the same person.

CORE SKILLS

AI & Applied ML: LLM application design, Retrieval-Augmented Generation (RAG), graph-based RAG architectures (GraphRAG, HippoRAG), knowledge graph construction and cross-document merging, entity extraction (GLiNER, OpenIE), semantic embeddings (SBERT, BGE-M3), speaker diarization (pyannote) and speech-to-text (Whisper), LLM-as-a-Judge evaluation and QA benchmark design, prompt engineering, Llama-3.3-70B via Groq and DeepInfra.

Product: Product strategy and roadmapping, backlog ownership, discovery through launch and optimisation, KPI and OKR definition, A/B testing and experimentation, customer research and usability testing, commercial outcomes.

Technical: Python, SQL, REST API integration, Git, Jupyter, AWS (Certified Cloud Practitioner), Adobe Experience Cloud (Analytics, Target, Marketing Cloud), Jira, Confluence, rapid prototyping.

Leadership: Agile and Scrum delivery, cross-functional squad leadership, stakeholder management and governance in regulated environments across Risk, Compliance and Legal.

EXPERIENCE

Applied AI Systems Researcher | University of Sydney — Sydney, Australia

Jun 2026 – Jul 2026 · Tom Yim Scholarship, competitive funded engineering research internship

- Built CAD-RAG, a Contextual Knowledge Graph RAG pipeline for cross-meeting question answering — full stack in Python from raw audio through speaker diarization (pyannote 3.1) and ASR (Whisper), hybrid structural and semantic entity extraction (GLiNER + LLM), SBERT embeddings, and BFS graph traversal over a merged four-meeting knowledge graph.
- Designed a 32-question cross-meeting QA benchmark on the AMI Meeting Corpus spanning six reasoning types, annotated with hop distance and ground-truth evidence spans.
- Built an LLM-as-a-Judge evaluation framework on a coarse 0/1/2 scale and validated it against human scoring, with judge and human ratings agreeing on system ranking (0.66 vs 0.76 aggregate).
- Benchmarked CAD-RAG against GraphRAG and HippoRAG on matched base models and embedding weight classes, isolating GraphRAG's advantage to synthesis timing at index time rather than model capability at a 3.1x cost in answer verbosity.

Senior Product Owner, Mobile App | Banco de Crédito del Perú (BCP) — Lima, Peru

Oct 2023 – Dec 2024 · Peru's largest bank, 16M+ customers

- Led a 12-person cross-functional squad owning end-to-end growth strategy for BCP's flagship mobile app (~9M monthly users).
- Owned and prioritised the roadmap for onboarding, self-service and martech features, contributing to +25% YoY growth in active users.
- Led implementation of automated customer-lifecycle workflows on Adobe Marketing Cloud, driving +20% YoY revenue growth through feature adoption.
- Served eight months as Interim Digital Sales Chief Manager, leading 80+ people and reporting to the Retail Banking VP, owning business strategy and budget optimisation.

Senior Product Owner, Main Website | Banco de Crédito del Perú (BCP) — Lima, Peru

Aug 2022 – Sep 2023

- Led the digital product squad for VIABCP.com (~8M monthly users), owning end-to-end feature development on IBM Cloud and HCL DXP.
- Owned and prioritised the product backlog, doubling digital sales referrals within six months through roadmap execution and feature optimisation.

- Drove analytics, personalisation and experimentation using Adobe Analytics, Adobe Target and Hotjar, growing personalised engagement from 100K to 1M monthly users and increasing search and help-centre traffic 5x via SEO and content improvements.

Product Lead, Digital Sales & Renewals | Rimac Seguros — Lima, Peru

Apr 2021 – Jul 2022 · Peru's largest insurer, 3M+ customers

- Led three digital product squads (40 people), owning growth strategy and delivery across Rimac's insurance sales, renewals platform and its internal telemarketing portal.
- Owned product strategy, roadmap and prioritisation across auto, health and life insurance journeys on AWS and CMS platforms, contributing to 2x YoY digital sales.
- Used data analytics and experimentation (Adobe Analytics, Adobe Target) to drive feature optimisation and improve conversion rates across the sales funnel.

Product Manager, Marketing Automation & Data | Interbank — Lima, Peru

Mar 2020 – Mar 2021 · Peru's most innovative bank, 5M+ customers

- Led two agile squads (16 people) delivering real-time, trigger-based marketing products across app and email using AWS, Teradata and the Acoustic campaign platform.
- Directed the migration of ML recommendation models from on-premise SAS to AWS, launching the first MVP within three months.
- Owned prioritisation and delivery of contextual marketing campaigns, increasing campaign production 5x and growing digital sales contribution from 1% to 25% within one year.

Product Owner, Retail Digital Banking | Interbank — Lima, Peru

Feb 2017 – Feb 2020

- Led a 30-person digital product squad responsible for Interbank.pe (Liferay CMS), owning end-to-end digital sales journeys.
- Owned roadmap and prioritisation across accounts, loans and credit cards, aligning business objectives to digital growth strategy and delivering 6x growth in digital account sales share.
- Designed and implemented secure online onboarding (KBA, biometrics, OTP) with analytics-driven optimisation, increasing conversion rates by 40%.

EARLIER EXPERIENCE

SEO & Analytics Chief Editor | El Comercio Media Group | Apr 2015 – Jan 2017 — Led a team of 11 digital journalists on SEO and social media best practice, increasing total website traffic by 90%.

Digital Marketing Consultant | Neo Consulting | Mar 2013 – Mar 2015 — Delivered CRO and SEO consultancy for retail and media clients, increasing client website traffic by 50%.

EDUCATION

Master in Computer Science, AI & Data Science Specialization | University of Sydney | Jul 2025 – Jul 2027 — High Distinction record.

International Graduate Program in Digital Marketing | ESAN Graduate Business School (Peru) / ESIC Marketing School (Spain) | Jan 2016 – Jan 2017.

Bachelor in Business Administration | Pontifical Catholic University of Peru | Mar 2008 – May 2014 — Graduated First Class Honours.

CERTIFICATIONS

AWS Certified Cloud Practitioner | Amazon Web Services | Mar 2024.

Product Management Methodologies | Columbia Business School | Oct 2022.

Cloud & DevOps | MIT Professional Education | Sep 2020.

AUSTRALIAN ENGAGEMENT

Academic Outreach Portfolio Volunteer | PMI Sydney Chapter | Jul 2026 – Present — Partner with chapter volunteers and university stakeholders to promote project management learning and professional development.

Retail Store Supervisor | Petbarn, Rosebery NSW | Jan 2026 – Present — Supervise daily store operations, inventory and team leadership alongside full-time postgraduate study.