

Marcos Damián González

Staff Product Manager · AI Product Builder

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PROFILE

Senior product IC with 6+ years leading digital investment and savings products in fintech and banking — now combining product strategy with hands-on AI building. I ship production tools end-to-end (React + Python/FastAPI + Claude AI), turning multi-week analyses into hours and ambiguous problems into working products without waiting for a team. Industrial Engineering background, data-driven, and used to coordinating business, legal, compliance, and tech in regulated environments.

EXPERIENCE

Category Lead – Wealth (Product Manager) · Ualá Jul 2025 – Present

Category Lead of Ualá's investment products: Fondo 24/7, Fondos de inversión, Dólar Oficial, Dólar MEP, and ABC, coordinating end-to-end with business, legal, compliance, operations, and technology.

- Positioned Dólar Oficial as the top revenue-generating product in the Wealth vertical.
- Leading the full revamp of the ABC experience, a product to trade Argentine stocks, bonds, T-bills, and CEDEARs.
- Built an automated product-analytics system solo with Python and Claude AI (cohorts, churn, portfolios, business flows), cutting analysis time from weeks to hours across 5 products — results shared with team and leadership for decisions and visibility.

Product Manager – Mutual Funds & Remunerated Account · Banco Supervielle Apr 2025 – Jul 2025

Final role in a 3-year progression at Banco Supervielle — 5 positions of continuous growth from Senior Business Analyst to Product Manager.

- Led the strategy, evolution, and operation of investment and savings products — B2C and B2B — for Banco Supervielle (Placement Agent) and Supervielle Asset Manager (Management Company).
- Tracked results through KPIs (client growth, AUM, CSAT) and acted as the bridge between technical and business teams, unblocking key decisions in real time.

Senior Product Owner · Banco Supervielle Dec 2024 – Apr 2025

- Kept the roadmap on track by coordinating dependencies across technical, operational, and business areas.
- Coordinated complex integrations between fund-management systems and internal bank microservices.

Product Owner · Banco Supervielle May 2024 – Dec 2024

- Led the team that built the final version of Inversión Rápida, focused on UX simplicity and immediate adoption.
- Achieved 10x growth in both volume and active users thanks to the simplified experience.

Associate Product Owner · Banco Supervielle Oct 2023 – Apr 2024

- Led the full migration of the Mutual Funds suite, coordinating technical and functional rollout end-to-end.

Senior Business Analyst · Banco Supervielle Aug 2022 – Oct 2023

- Designed Power BI dashboards for fund operations and back office — still in use — and proposed functional and engineering fixes that were implemented.

Redesigned client-service processes for financial-sector clients across Latin America, reducing resolution times and defining the functional specs that guided development.

PROJECTS

BuildFuture · buildfuture.com.ar

2024 – Present

Personal multi-asset investment platform, designed and built end-to-end — React + Python/FastAPI.

- Integrated 4 brokers (IOL, PPI, Cocos Capital, Binance) — each with different authentication — into a single multi-asset portfolio: stocks, bonds, mutual funds, crypto, short-term lending, and real estate.
- Built a custom data fallback + cache system (data912, CoinGecko, Yahoo Finance) so prices stay available regardless of which source fails, plus independent ARS/USD profitability with CER bonds and MEP support.
- Shipped user-facing features: Freedom Score, consistency-streak calendar with badges, and capital projections at 1/3/5/10 years.

IAMC Market Live · mercado.marcosdamiangonzalez.ar

2026

Interactive open-data glossary explaining the Argentine capital market — built solo with AI.

- Turned IAMC data into a clear explainer of 6 instrument types (stocks, CEDEARs, bonds, T-bills, repos, options) for product people new to markets.

BCRA Open Data Live · dolar.marcosdamiangonzalez.ar

2026

Self-updating data product that turns monthly Central Bank reports into a clear daily narrative.

- Built an auto-updating pipeline explaining "who buys and who sells dollars" by actor type, with daily refresh and downloadable CSV — zero manual maintenance.

EDUCATION

Industrial Engineering · Universidad Nacional del Sur (UNS)

Bahía Blanca · 2019

Complementary: Product Management (Coderhouse) · Data Analytics (Coderhouse) · SQL · Power BI · Agile (Scrum & Kanban)

SKILLS

AI & Building (Vibe Coding):: Claude AI · Python · FastAPI · React · agent/prompt workflows — production tools shipped end-to-end, solo

Data & BI:: SQL (SQL Server, Redshift) · Power BI · Advanced Excel · BigQuery · Looker · Tableau

Platforms:: Jira · Confluence · Figma · AWS · REST APIs · Data Lake / Data Warehouse

Methodologies:: Discovery · Product Engineering · Scrum · Kanban · Business Analysis · Executive Presentations

LANGUAGES

Spanish: Native · **English:** Fluent