



**Estefano Bullón Botto**

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**Adaptable. Curious. Creative. Goal-oriented. I feed from opportunities to keep learning.**

**I am currently in search of senior job opportunities. I have over 6 years of experience in Project Management and Innovation in the fields of Communication and Product.**

Consumer Psychologist with technical expertise in Data Management (Analytics, BI, Data Studio, AWS) and Digital Advertising Platforms.

I am passionate about Cinema, Skateboarding and eskimo kisses from my son.

## WORK EXPERIENCE

### **BIZZEVENTS – WORLDCOB**

US company with over 17 years of global experience specializing in corporate event management and business accreditation services.

#### ***BIZZEVENTS' Product Manager***

***2021 November – 2023 August***

- Collaborate with stakeholders to gather and prioritize product requirements, ensuring alignment with business goals.
- Facilitate product backlog refinement sessions, ensuring that user stories are well-defined, estimated, and prioritized.
- Conduct market research and analysis to identify market trends, customer needs, and competitive landscape to inform product decisions.
- Conduct training sessions for the sales team, providing them with in-depth knowledge of the company's products and services.
- Develop and maintain the product roadmap, outlining the product vision, goals, and key milestones.
- Facilitate agile ceremonies, such as daily stand-ups, sprint planning, sprint reviews, and retrospectives, ensuring effective collaboration and progress.
- Collaborate with UX/UI designers to ensure user-centric design and optimal user experiences for the products.
- Lead the development of an innovation plan (roadmap) from 2021 to 2023, encompassing over 30 functional features applied in BIZZ-DOME.

## **ALTERBRAND**

Audiovisual production, advertisement, and content management company. Peruvian company with operations since 2015 and over 60 clients in multiple industries.

### ***Lead Product Manager***

***2015 June– 2020 August***

- Prepare sales, performance, and budget reports, analyzing data to identify opportunities for product improvement and revenue growth.
- Lead the selection processes for sales, communications, and design personnel, ensuring the recruitment of skilled individuals who align with the product vision and goals.
- Collaborate with cross-functional teams to develop and refine service maps for all company solutions, ensuring a holistic understanding of the customer journey and touchpoints.
- Identify and prospect potential products and services, conducting market research and customer interviews to validate product-market fit and opportunities.
- Supervise and provide oversight for over 80 projects, ensuring they are delivered on time, within budget, and meet quality standards.
- Drive the adoption of agile principles and practices within the organization, promoting transparency, accountability, and cross-functional collaboration.

## **CONSUMER TRUTH**

Insights and Strategies Consultancy, Market Research firm with over 10 years of operations. Specialist in specialized studies on insights and methodologies based on Consumer Psychology.

### ***Brand Planner***

***2014 April – 2015 February***

- Conducted various types of research techniques, such as focus groups, in-depth interviews, ethnographies, among others, to gather valuable insights into consumer behavior and preferences.
- Prepared comprehensive reports for clients on all participating projects, providing actionable recommendations based on research findings.
- Delivered two presentations to professionals on studies related to my field of expertise, sharing insights and best practices in market research and consumer psychology.
- Employed consumer psychology principles and frameworks to interpret research findings and provide meaningful insights into consumer motivations, attitudes, and behaviors.
- Developed personas and customer profiles based on research findings, helping clients better understand their target audience and tailor their marketing strategies.
- Stayed up-to-date with the latest market research methodologies, trends, and emerging technologies, continuously enhancing knowledge and expertise in the field.

## MULTIPLE COMPANIES – INDEPENDENT

MAKRO, INKAFARMA, PLAN INTERNATIONAL, VIDENZA, PUCP, T4T ACADEMY

*Strategy Consultant, Innovation and Market Research*

*2015 - today*

- Conducted various research techniques, including focus groups, in-depth interviews, ethnographies, and more, to gather valuable insights and inform strategic decision-making processes.
- Conducted market research and competitive analysis to identify emerging trends, market opportunities, and potential areas for innovation.

## EDUCATION

ESAN UNIVERSITY

Bachelor's Degree in Consumer Psychology

THE ATOMIC GARDEN

Social Media

Strategic Planning

APPLYING CONSULTING

Agile Architectures on Cloud

GALEAS GROUP

Design Thinking

UTEC

Agile Project Management

ANTILEN CENTRE

Sensory Integration (SI) and Autism

## LANGUAGES

English (C1)

Spanish (native).

## AWARDS

Recognized as one of the 250 marketing professionals to watch in 2021 by mTab (mTab 250).