

Jorge Sierra Guerra

Guadalajara, Mexico • Phone: (33) 1360-7178 • Email: jjorge.sg.sl91@gmail.com • LinkedIn: <https://www.linkedin.com/in/jorge-sierra-guerra-product-leader/>

EXPERIENCE

Staff Growth Product Manager at Cometa

01/2025 - Present • Remote

Cometa is a Series A, B2B VsaaS for boosting education in Latin America through disruptive financial and software solutions.

- Designed ICP Growth Model, optimized for Cometa's vision in automating upselling and engagement.
- Scaled GMV & adoption double-digits by building Cometa's growth engine — automating campaigns, optimizing conversion, and driving >100% increase in recurring payments, boosting MRR 6 figures.
- Company-wide owner of A/B testing — designing frameworks, coaching PMs/engineers, and automating experiment setup & analysis to unlock 10x faster iteration and growth.
- Architected Cometa's Revenue Forecast Model, integrating Segment, Mixpanel, and Metabase to predict ARR and adoption across tutors, schools, and channels across the full funnels.
- Automated 100% of Growth Playbooks using AI and automation tools — >5M messages/month across WhatsApp, email, and SMS via Segment + Twilio.
- Launched "Pre-Onboarding Intrigue Funnel", triggering engagement before launch and boosting first-month adoption rates significantly by more than 50%.
- Built the company's CDP foundation, unifying behavioral and transactional data for precise attribution and experimentation.
- Defined lifecycle logic for Active → Churn → Transition, cleaning adoption metrics and reducing false engagement data.
- Pioneered AI-powered execution workflows, deploying product experiments end-to-end using no-code + AI tools (Cursor, Claude Code, Supabase, Twilio, Lovable, V0, Figma).

Staff Product Lead at Cometa

06/2024 - 12/2024 • Remote

Cometa is a Series A, B2B VsaaS for boosting education in Latin America through disruptive financial and software solutions.

- AI as a way of work! GenAI and automation leader for internal and external workflows and products. Be AI Native.
- Personally design, prototype, and code full features and experiments end-to-end — from UI in Figma, V0/Lovable, to backend logic (Supabase), Cursor/Bolt, AWS infrastructure, and production pull requests. I ship internal tools, AI-powered POCs, and experimental flows without relying on engineering teams, using full code, low code, and no code solutions — championing this way of work across the company.
- Data driven product leader spearheading fintech strategy and infrastructure for payments vertical increasing GMV & ACV through growth and success rate.
- Company-wide owner of A/B testing — designing frameworks, coaching PMs/engineers, and automating experiment setup & analysis to unlock 10x faster iteration and growth.
- Building an impactful strategic project of a highly personalized and flexible events communication and notification engine Whatsapp emails, SMS and push notifications driven by AI to give the best workflow and value experience to the more of 200,000 users paying through the platform
- Works with Founders to define Roadmap, Market and Go to Market Strategies, Data Platform, AI First way of work new invoicing and payment strategies, and owner of 100% strategy of payments and GMV Success Metrics.
- Build, innovate, maintain and grow Customer Data Platform of the B2C part of Cometa.
- Growth leader and strategist. Building Growth & PLG strategy
- Manage, mentor, teach, but mostly inspire other PM's

Growth Advisor at AskNeo & AskNeo Media

01/2024 - Present • Remote

AskNeo is a Seed-stage startup building an AI-powered Smart CRM that drives sales through SMS and conversational commerce

- Advises founders and leadership on revenue growth, market expansion, and Product-Led Growth strategy to accelerate customer acquisition and retention
- Guides the development of inbound and outbound marketing frameworks, integrating PLG principles with demand generation and customer lifecycle optimization
- Provides strategic direction on pricing, product positioning, and go-to-market strategy to maximize profitability and adoption in SMB and mid-market segments
- Partners with Product, Sales, and Marketing teams to align commercial strategy, data analytics, and experimentation roadmaps around growth KPIs.
- Supports business development and fundraising initiatives with growth forecasts, market insights, and customer acquisition models
- Acts as a strategic advisor on cross-functional A/B testing initiatives, growth operations, ensuring all commercial decisions are data-driven and aligned with company goals

Principal Growth Product Manager at Resilia

02/2023 - 06/2024 •

Remote

Resilia is a Series B, B2B2C SaaS app for social enterprises.

- Develops and leads growth-driven product strategies leveraging GenAI (Anthropic's Claude API, ChatGPT-4, Perplexity) to optimize adoption, engagement, and retention, driving a 500 %+ increase in user interaction.
- Works with the Senior Leadership Team to define revenue and go-to-market strategies, pricing & packaging models, and success metrics aligned with long-term profitability.
- Leads Product-Led Growth initiatives across Resilia's Community (Circle.so), designing scalable activation, engagement, and monetization loops that empower 10,000 + B2B social enterprises.
- Owns the growth funnel end-to-end — acquisition, activation, onboarding, and renewal — collaborating with Sales & Customer Success to refine ICPs, improve lead-to-close conversion, and maximize expansion revenue.
- Champions growth experimentation and data-driven decision-making, implementing A/B testing and in-product engagement frameworks through Appcues and internal analytics.
- Leads two UX/UI teams and two Engineering pods, mentoring Product Managers and ensuring alignment of product discovery, market insights, and execution velocity under the OST framework.
- Redesigned the Impact & Enterprise Storybuilder suite (web and app), doubling retention and increasing user acquisition by 250 % through improved onboarding and content architecture.
- Oversees data governance, experimentation, and success metrics, ensuring transparency across growth, marketing, and finance initiatives.
- Drives cross-functional collaboration across Partnerships, Business Development, and Customer Success, promoting lifecycle growth, user research, and revenue alignment.

Senior Product Manager at Resilia

04/2022 - 01/2023 • Remote

Resilia is a Series B, B2B2C SaaS app for social enterprises. Joined as employee #43, the first Mexican Hire and first Sr Product Manager.

- Spearheads Resilia Donations, a Zero to One successful Product Launch, a niche fundraising and payments platform for social enterprises leveraging AI.
- Launched Resilia Donations in February 2023 as a strategy of niche verticalization and Product Led Growth. Leads cross-functional strategy with stakeholders; customer success, sales, and marketing. Now, processing hundreds of thousands USD now, with over 500 social enterprises as customers.
- Owned the entire Fintech vertical from inception, growing a team of 2 to managing 7 remote engineers, designers, and success managers that drove expansion to 40% of monthly revenue.
- Crafted white-glove, data-first product marketing to multiply users 10x for Donations, netting 500 enterprises averaging 25% MoM growth across revenue.

- Built infrastructure and partnership management for integrations with Stripe, Square, Plaid, Anthropic's Claude API, HubSpot, Segment, Snowflake, and Gong data.
- Implemented Amplitude and Appcues for self-serve data analysis and experimentation for the org.
- Owns in-product growth acquisition, activation, onboarding and retention funnel for the Payments Platform.
- Conduct thorough market research and analysis to understand the financial needs and opportunities of social enterprises in US and Canada

Director of Product & Founder at Nomada

11/2018 - 04/2023 • Mexico City, Mexico

FinTech/HRIS SaaS solution for growing businesses needing nearshoring and outsourcing. Led a Core Business engineering pod of 16 engineers, 2 product designers and 3 product managers, 1 product marketing manager and cross-functional partners dedicated to the business success. Responsible for the full product development cycle for B2B and B2B2C solutions and experiences with Core Benefits. Reported to the Board of Directors and Investors.

- 90M+ USD processed Annually, 3,000+ B2B Customers, 25,000+ employees, 100% YoY ARR growth
- Developed and executed comprehensive growth strategies to maximize profitability through pricing optimization, product mix refinement with a dynamic commission schema, and scalable go-to-market motions.
- Defined and implemented inbound and outbound acquisition strategies with the Revenue team, fueling a 0→3,000 B2B customer scale-up in under four years.
- Created the full HRIS suite out of scratch, worked with the full team to design and execute, build and sell various solutions for running LATAM teams simple, payroll, payments & loans, contractor management, taxes & employment, benefits, compliance, and invoicing; multiple solutions to manage HR Operations in an HR Suite.
- Worked with the Board to define Revenue and Growth, as well as Go to Market Strategies, Pricing & Packaging, Success Metrics.
- Worked with the Platform team on partner APIs, underwriting rules, and provider relationship implementation to give enterprise customers an end-to-end payroll and HR experience in-app.
- Lead the implementation of full integrations with Stripe, Conekta, Syncfy, STP, SFTP's, Bitso; all of them payment related, Facturama, SPEI, for invoicing, and managed the big partnership with government APIs like with Infonavit, IMSS and SAT. For Sales and Product Marketing implemented HubSpot, Segment.
- Direct Relationship with Partners, & Customers for Product and Research and Discovery.
- Owner of Strategy and Market analysis, to understand compliance, regulations and competitive landscape for the taxes and payroll world initially in Mexico and Latam.
- Increased in-app time to value rate by more than 500% by launching a new self-serve customer-facing flow.

Product Manager, Payments at Paystand

05/2020 - 04/2022 • San Jose,

CA

Paystand is a Series D [1B], B2B payments SaaS and platform

Joined as employee #67, second product manager hire at Paystand before Series B to lead new product launches. Reported and worked with the Chief Executive Officer to define strategy and execution of new integrations, designs and growth of new verticals.

- Created Paystand Spend Card, a Crypto Reward Expense Management Corporate Card that gave BTC every time you used it. Zero to one product with the best UX for B2B market in AR (Accounts Receivable) and AP (Accounts Payable), growing transaction volume up to \$100,000 monthly.
- Designed and collaborated with Smart Lockbox Payments, the first digital AR automated Paper check Payments option, where paying with a check is available in the system. Zero to one product, defined the Full GTM strategy, data analysis, and best UX experience, increased payments volume up to \$200K in 6 months.
- Owned Go to market for Smart Lockbox and Paystand Spend Card. Increasing Product Acquisition 20% MoM
- Led product integration between Paystand and Plaid (ACH, Bank Transfer), ATS (Lockbox), and Wex.
- Worked with ML/DS teams as well as GTM functions to determine overlap in target audiences in US & Canada Market and appropriate user entry points. Implemented CCPA/GDPR to be compliant

CEO & Founder at Coophi

05/2016 - 11/2018 • Mexico City, Mexico

Coophi is a seed Task Manager Powered by AI and Machine Learning with Conversational Interfaces that helps project managers optimize their estimations and risk management automatically.

- Pioneers in the use of AI and Machine Learning in SaaS
- Created Machine Learning Algorithms with Python to accomplish automatic task calculation and estimation AI Recommendations in-app .
- Develop & Scale a Product and Mexican Startup from scratch. Expansion in Mexico, Latino America & Spain; increasing users up to 12,000 different teams.
- Led Sales and Marketing team, to keep scaling the user base.
- Raised \$200K USD from Angel Investors and Crowdfunding.
- First Implementation of Product Led Growth strategies as for a Freemium self onboarding platform.

CEO & Founder at AIBI Consulting 06/2014 - 11/2018 • Mexico City, Mexico

AIBI is a local Software House specialized in creating Data Engineering and Analytics Solutions, AI conversational Interfaces and business data apps for different types of businesses.

- Sold over 30 software products to satisfied customers for different industries like logistics, HR, warehousing, ecommerce, real estate, construction, etc.
- Led a team of engineers in a successful Software House, delivering over those 30 software products successfully

Data & Analytics Manager at Geodis 06/2016 - 07/2017 • Mexico City, Mexico

Geodis is the biggest freight and logistics company in Europe handling IBM's logistics

- First employee hired to build the Business Intelligence Team globally
- Built the Business Intelligence & Data Analytics team to have 5 Data engineers
- Transformed Americas OPS and Finance by creating a BI & Data analytics, forecasting and classifying to reporting UI for customers, partners, and executives, reducing decision-making time from weeks to hours.
- Spearheads the use of R, Python, Tableau, Qlik and MySQL

EDUCATION

B.S. Industrial Engineering, Honors

Universidad Panamericana • graduated 2014

Master in Mathematics and System Optimization

Universidad Panamericana • graduated 2015

Master in Technology Business Administration

Universidad Panamericana • graduated 2017

FELLOWSHIPS & COACHING

- Product Management Mentor @ Sidebar, 2023 - present
- Product Management Mentor @ Mentor Cruise, 2023 - present
- Product Management Coach @ AlphaSights, 2022 - present

CERTIFICATES

- AI Crash with Large Language Models LLM @ Section School, 2024
- Generative AI with Large Language Models LLM @ Coursera, 2023
- Fintech @ The Wharton School of Business, 2021
- INBOUND @ HubSpot, 2019
- Data Science - Python & SQL @ Universidad Panamericana, 2018