

Diego Nunez Necochea

Technical Product Manager · Full-Stack Engineer
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1. PROFESSIONAL SUMMARY

Technical Product Manager and Full-Stack Engineer with 12+ years building and scaling SaaS platforms, cross-border B2B marketplaces, and AI-enabled systems across Peru, Brazil, China, and Europe. Led distributed cross-functional teams and shipped production software using React, TypeScript, Node.js, and Supabase, while integrating LLM and agentic workflows using Claude, Gemini, OpenAI, and DeepSeek. Scaled a SaaS platform from ~1K to ~4K active stores, supporting \$2M+ annual revenue, and contributed to a successful 2024 company acquisition.

2. TECHNICAL SKILLS

Languages & Frameworks: TypeScript, JavaScript, Node.js, Python, React, HTML/CSS, Tailwind CSS.
Backend & Data: Supabase (PostgreSQL, Auth, RLS, Storage), REST APIs, FastAPI / Python services, Web Scraping, Workflow Orchestration (n8n)
AI & LLM: OpenAI API, Anthropic Claude, Google Gemini, DeepSeek, MCP Servers, Agentic Workflows, Tool Calling, Multi-Agent Orchestration, Model Routing (OpenRouter / OpenClaw-style), Prompt Engineering
DevOps & Tools: Git/GitHub (CI/CD), Docker, Vercel, Azure, Cloudflare, VPS Management, WordPress.
Product & Delivery: Agile/SCRUM, Shape Up, Jira, Notion, Design Thinking, Hypothesis-Driven Dev.
Design & Analytics: Figma, Looker Studio, Google Analytics, UX Research, Wireframing.

3. EXPERIENCE

Country Manager Peru

Nxin, Singapore · Cross-border B2B Agriculture Marketplace

Sep. 2025 – Apr. 2026

- Built the entire LATAM commercial operating system from zero, including custom CRM pipelines, supplier onboarding flows, landing pages, and operational dashboards.
- Developed commercial intelligence by scraping multiple industry sources, building a consolidated dataset of 20,000+ records and a verified database of 4,200+ companies using Python (CCL, Veritrade, SENASA, PeruMarketPlace) with RUC-based deduplication and A/B/C scoring for sales prioritization.
- Evaluated and negotiated integrations with 4+ global payment providers (Stripe, Nuvei, Rapyd, EBANX) across Peru, Colombia, and Brazil, building cross-border cost comparison models.
- Coordinated distributed product teams across Peru, Brazil, and China, introducing SCRUM practices to improve engineering alignment and delivery cadence.

Product & Marketing Technology Manager

Atrae+, Lima, Perú · Digital Agency (Web Dev, SEO, Automation)

May. 2023 – Aug. 2025

- Built and launched gola.app, a SaaS platform for queue management and access control. Delivered 20+ additional full-stack web platforms (WordPress, React) with performance optimization and security.
- Designed AI-enabled LMS features automating content workflows via LLM APIs; built n8n + WhatsApp automation pipelines for lead capture and CRM integration.
- Led international consulting projects (Germany, Spain): platform migrations, infrastructure

modernization, and technical advisory.

Founder & General Manager

Studio Mo2, Lima, Perú · Marketing Production Agency

Aug. 2017 – Jan. 2023

- Founded and scaled agency to 7+ simultaneous production teams (~70 staff), executing national retail campaigns for major shopping malls (Open Plaza) and brands.
- Coordinated multi-city deployments with single-day turnarounds, including World Cup activations and seasonal mall installations across Peru.

Project Manager → General Manager – Peru

Neositios / Wobiz, Argentina · SaaS (Website & E-commerce Builder)

Aug. 2014 – Jul. 2024

- Scaled active store base from ~1,000 to ~4,000 (+300%) through customer activation and enablement strategies across the Peruvian market.
- Managed operations for ~5,000 SMB customers; oversaw \$2M+ USD annual platform revenue under Telefónica's white-label program ("Negocio en Línea").
- Built strategic partnerships with Telefónica del Perú and Niubiz (Visanet) for payment infrastructure and accelerated platform adoption.
- Led Agile product teams coordinating feature localization and rollouts across LATAM (Peru, Mexico, Brazil, Argentina).
- Represented Peru leadership during 2024 company acquisition, signing exit alongside executives from US, Brazil, Mexico, and Argentina.

4. PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

30+ verified digital credentials (2024–2026). Selected highlights · Full Badge Portfolio: credly.com/users/diegon

Digital Product Management Specialization	UVA Darden School of Business
Google Project Management Professional Certificate	Google
Google AI Professional Certificate	Google
Generative AI for Software Developers Specialization	IBM / Coursera
Generative AI Leadership & Strategy	Vanderbilt University
Microsoft UX Design Professional Certificate	Microsoft

5. EDUCATION

Instituto Toulouse Lautrec – Lima, Peru

3-Year Diploma in Advertising Direction & Design · 2012 – 2015

Universidad de San Martín de Porres – Lima, Peru

Bachelor's studies in Communication Sciences · 2007 – 2011

6. LANGUAGES

Spanish (Native) | English (C1 - Advanced)