Christian Hernández

Lead Product Manager | AI & Digital Products | Retail & E-commerce

Colima, Mexico · Open to remote (US & Canada) · christian.elihu89@gmail.com · linkedin.com/in/christianhdez

SUMMARY

Product and Digital Transformation professional with 6+ years leading product strategy, platform development and technology initiatives across IT, SaaS and retail. Experience spanning Product Management, Product Ownership and Project Leadership with cross-functional, globally distributed teams. Currently AI Product and Implementation Specialist at Marblism while pursuing a Master's in Digital Transformation focused on AI strategy and Data Science.

EXPERIENCE

AI Product and Implementation Specialist — Oct 2025 – Present · London Area, UK (Freelance/Remote)
Marblism

- Help businesses implement and scale AI-driven platforms, guiding adoption from first pilot to production use.
- Solve complex technical challenges across AI integrations and optimize how platforms connect and work together.
- Advise on AI-powered business workflows, aligning implementation decisions with each client's operating model.

Lead Digital Product Manager — Dec 2022 – Sep 2025 · Monterrey, Nuevo León, Mexico (Full-time)
Innovasport

- Led digital product management for a major Mexican sporting-goods retailer and its e-commerce operation.
- Defined digital product strategy and drove platform development across discovery, delivery and iteration.
- Coordinated cross-functional delivery with engineering, design and commercial stakeholders to ship product releases.

Senior Project Manager — Aug 2022 – Dec 2022 · Mexico City, Mexico
Umvel

- Managed software delivery projects, coordinating timelines, scope and communication across client and internal teams.
- Tracked project progress and risks, keeping stakeholders informed and delivery on plan.

Technical Program Manager — Apr 2022 – Aug 2022
Homie.mx

- Coordinated technical programs across cross-functional teams, aligning execution with product priorities.
- Managed dependencies and delivery milestones for platform and product engineering initiatives.

Agile Project Manager — Nov 2019 – Apr 2022
michelada.io

- Led agile delivery for client software projects, facilitating ceremonies, sprint planning and continuous improvement.
- Managed client relationships, scope and expectations across multiple concurrent engagements.
- Coached teams on agile practices, improving delivery consistency and team communication.

Client Care Specialist — Jan 2022 – Apr 2022
michelada.io

- Served as the day-to-day point of contact for clients, managing requests, feedback and follow-ups.
- Ensured client satisfaction and clear communication between clients and delivery teams.

Marketing, Advertising and Media Coordinator — Feb 2018 – Nov 2019 · Manzanillo, Colima
Grupo OCUPA

- Coordinated marketing, advertising and media activities for the group's brands and locations.
- Planned and executed campaigns across channels, working with internal teams and external providers.

Co-Founder & Brand Manager Aug 2017 – Jan 2021 · Colima (Freelance)
Yeigo Colima

- Co-founded the venture and owned brand strategy, positioning and day-to-day marketing execution.
- Managed the brand's communications and commercial presence across local channels.

Accounts Executive Nov 2016 – Jul 2017 · Michoacán, Mexico
IA Interactive

- Managed client accounts for interactive and digital marketing projects, from briefing to delivery follow-up.
- Acted as liaison between clients and internal production teams to keep projects aligned with expectations.

Marketing Coach Aug 2016 – Nov 2016 · Colima
Solutka (propiedad intelectual y TI)

- Advised and coached clients on marketing strategy and execution for intellectual property and IT services.

Account Management (Atención a cuentas) Mar 2014 – Aug 2016 · Colima
Jaque Markethink

- Handled account management for marketing clients, coordinating briefs, deliverables and ongoing communication.

SKILLS

Product: Product Roadmap, Feature Definition, Product Development, Technical Requirements, SDLC, Product Strategy, SaaS Implementation, Cloud Applications, User Experience, Data-driven Decision Making

AI: AI Implementation, LLMs (Claude, GPT, Gemini, Perplexity), Prompt Engineering, AI-powered business workflows

Leadership & Delivery: Cross-functional Team Leadership, Stakeholder Management, Project & Program Delivery, Change Management, Prioritization

Other: Google Cloud, Data Analytics, Customer Relationship, Relationship Building

EDUCATION

Master's Degree, Data Science / Digital Transformation (AI strategy) — Universidad de Colima Aug 2025 – Jan 2027 (in progress)

Bachelor's Degree, Marketing Management — Universidad de Colima 2007 – 2011

CERTIFICATIONS

Introduction to Cybersecurity — Cisco	May 2026
Scrum Master Certified (SMC) — VMEdu	Dec 2015
Product Management: Innovación en Productos Digitales — Crehana	Oct 2021
Diseño y Planeación de Productos Digitales — Future_is	Oct 2020
Web Analytics / E-Commerce — Google	2017

LANGUAGES

Spanish (native) · English (professional)