

JULIO ALONSO GIJÓN

Technical Product Manager · OTT & Streaming Platforms · Agile Leader
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PROFESSIONAL SUMMARY

Digital product leader with 11+ years of experience across the full spectrum of product delivery — from creative and editorial production to technical platform management at scale. The last 6+ years focused on OTT/streaming, leading end-to-end product ownership for Claro Música across 14 LATAM markets, managing multi-platform releases (Web, Android, iOS) for 2M+ active users.

Comfortable operating at the intersection of technology, business, and people: translating complex engineering realities into clear product decisions, and aligning diverse stakeholders around shared outcomes. Proven track record in release orchestration (190+ production releases, 95% on-time delivery), incident management (MTTR reduced from 5 days to under 48 hours), API migrations, and data-driven roadmap strategy.

Earlier career roots in creative direction, motion graphics, and broadcast project management give me an unusual perspective: I understand how products are built, how stories are told, and how teams actually work.

CORE COMPETENCIES

Product Vision & Strategy · Roadmap Development · OTT/Live Streaming Platforms · API Integrations & Microservices · Release Management & Incident Response · Backlog Prioritization · Agile/Scrum Leadership · Cross-Functional Collaboration · Product Analytics & KPI Design · Stakeholder Communication · A/B Testing · Data Visualization · Continuous Discovery · User Research

PROFESSIONAL EXPERIENCE

Career Transition & Professional Development | July 2025 – Present

- Pursuing Certified ScrumMaster (CSM) certification to formalize Agile coaching expertise.
- Completing Google Data Analytics Professional Certificate to deepen analytical and data visualization capabilities.
- Building PumaPass — an educational platform in Expo/React Native with a Supabase backend, applying SaaS product development principles end-to-end.

Technical Product Manager / Scrum Master | Claro Música (América Móvil) Oct 2021 – Jul 2025

Live Platform & Release Ownership

- Owned end-to-end product lifecycle for a multi-country OTT streaming platform (Web, Android, iOS) serving 2M+ active users across 14 LATAM markets.
- Orchestrated 190+ production releases with 95% on-time delivery, leading live deployment windows and final production validation.
- Reduced critical incident MTTR from 5 days to under 48 hours through structured triage protocols, cross-team incident response playbooks, and root-cause analysis discipline.

Platform & Systems Evolution

- Collaborated with backend engineers on API migration to AWS-based microservices architecture, reducing legacy service dependencies by ~40% and improving platform scalability.
- Managed 5+ legacy system transitions via reverse-engineering undocumented services, enabling uninterrupted feature delivery and eliminating ~15% of recurring integration errors.
- **Delivered 30+ complex technical initiatives:** payment gateway integrations, QR authentication flows, podcast integration, design system overhaul, and content recommendation engine updates.

Technical Product Leadership

- Defined and prioritized product backlog across multiple concurrent squads; authored detailed PRDs, user stories, acceptance criteria, and functional specifications in Jira and Confluence.
- Drove measurable velocity improvements (from 35 to 50 story points/sprint) through structured Scrum ceremonies, dependency management, and continuous team coaching.
- Built executive KPI dashboards and data-informed reporting structures to communicate product progress to senior leadership and global stakeholders.

Product Manager – Music Content Manager | Claro Música (América Móvil) Mar 2019 – Oct 2021

- Translated commercial and operational requirements into scalable product capabilities supporting a 102% free-tier user growth initiative across LATAM markets.

- Built automated KPI dashboards integrating Tableau and Looker data pipelines, reducing editorial reporting time by 83% and enabling data-driven roadmap decisions.
- Drove an 11% YoY increase in streaming per user by shifting to a data-based, hyper-local editorial strategy and audience segmentation.
- Led A/B testing and continuous discovery initiatives to optimize content discovery features, improving playlist engagement by 25%.
- Coordinated cross-functional initiatives across Product, Engineering, Content Operations, and regional marketing teams in 14 countries.

Project Manager & Creative Director (Digital) | TV Azteca *Apr 2015 – Feb 2019*

- Managed end-to-end delivery of digital product and broadcast initiatives across web, mobile, and on-air platforms for one of Mexico's largest media networks.
- Led cross-functional teams of designers, developers, and content producers; coordinated vendor relationships and external agencies.
- Oversaw CMS migrations and digital transformation projects, bridging editorial, technology, and business stakeholders throughout execution.
- Developed project timelines, risk registers, and executive status reports for simultaneous multi-track production schedules.

Digital & Motion Graphics Specialist | Ogilvy Interactive *Jan 2012 – Mar 2015*

- Produced digital campaigns and motion graphics for Fortune 500 clients across agency teams — work recognized with Cannes Lions nominations.
- Coordinated cross-agency creative delivery, managing timelines and deliverables across design, copy, and technology workstreams.
- Built a foundation in client communication, creative problem-solving, and cross-functional collaboration that carries directly into product work today.

TECHNICAL SKILLS

- **Product & Delivery:** Jira, Confluence, Roadmapping, Backlog Management, UAT, PRD Writing, User Research, Continuous Discovery
- **Infrastructure:** API Integrations, AWS Environments, Microservices, Event-Driven Architecture, Service Dependencies
- **Release & Quality:** Production Deployments, Incident Management, MTTR Optimization, SaaS Platform Operations
- **Data & Analytics:** SQL (PostgreSQL/MySQL, basic), Tableau, Looker, KPI Dashboards, Data Visualization, A/B Testing
- **Agile:** Scrum, Kanban, Sprint Planning, Backlog Grooming, Retrospectives, Velocity Optimization
- **Tools:** Notion, Figma (collaborative), Google Analytics, Amplitude (basic), Confluence, Miro

CERTIFICATIONS & LANGUAGES

Google Project Management Certificate · Google Data Analytics Professional Certificate (In Progress) · Certified ScrumMaster – CSM (In Progress, expected Apr–May 2026)
 Spanish (Native) · English (Professional Working Proficiency) · Portuguese (Basic)