José Luis Rosas Baza

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Product Manager | AI & Growth

Experienced Product Manager with 10+ years of driving product strategy, scaling platforms, and leading AI-driven innovations. Strong expertise in cross-functional leadership, data-driven decision-making, and global expansion. Passionate about building seamless user experiences and leveraging technology for business impact.

Core Competencies

- AI & Data-Driven Insights: Leveraging AI/ML (OpenAI, TensorFlow) and analytics (GA4, Mixpanel, SQL) to enhance product performance.
- Product Strategy & Execution: Roadmap development, backlog prioritization, and cross-functional leadership.
- Go-to-Market Strategy: Defining positioning, messaging, and execution plans to drive adoption and revenue growth.
- International Growth & Localization: Scaling products for diverse markets, ensuring cultural adaptability, and implementing multilingual strategies.
- User Retention & Engagement: A/B testing, behavioral analytics, and personalization strategies.
- Project & Product Management: Agile methodologies, stakeholder alignment, and feature prioritization.
- Technical Expertise: API integrations, cloud platforms (AWS, Google Cloud), and AI-driven feature development.

Professional Experience

Senior Product Manager at Mithrir | July 2024 – Present

- Led product strategy and execution for an AI-powered Business Intelligence platform.
- Defined and prioritized the roadmap, managing feature development from ideation to launch.

- Built and managed a cross-functional team, overseeing engineering, design, and GTM strategies.
- Developed and implemented real-time data ingestion via API endpoints, enabling automated insights and action triggers (e.g., Slack alerts).
- Established a differentiated UX, focusing on intuitive design and AI-driven insights.
- Designed and executed the go-to-market strategy, driving initial user acquisition through strategic partnerships and targeted campaigns.
- Analyzed user feedback and market trends to continuously iterate on product positioning and customer needs.

Senior Product Manager at homely.mx | May 2017 – May 2024

- Drove product expansion, scaling the platform to 500,000+ users across multiple regions.
- Led data-driven product development, leveraging AI-driven linear regression to evaluate cleaner performance and confidence levels, reducing psychological evaluation costs and optimizing onboarding.
- Led an international team of 40+ people during a merger attempt with a Colombian company.
- Developed and launched market entry strategies, ensuring adaptation to regional user behaviors and needs.
- Established localization workflows to ensure seamless adaptation for diverse markets.

Instructor, Product Designer & Program Lead at devf.la | March 2017 – May 2024

- Designed and delivered front-end development and product design curriculums for 3,000+ students.
- Developed platform features that improved the learning experience for multilingual audiences.
- Designed and taught programs across Latin America, delivering content in both Spanish and English.
- Mentored students in AI-driven analytics and international product scaling.

Product Manager at careme.mx | March 2019 – May 2022

- Conducted market research to refine product strategies, prioritizing user behavior insights and regional trends.
- Led the go-to-market execution, defining key launch milestones and marketing strategies.
- Collaborated with developers, designers, and business stakeholders to enhance international user experience.

Education

- Instituto Politécnico Nacional (IPN) – México | Computer Science (2010 - 2014)
- Instituto Politécnico Nacional (IPN) – México | Software Development (2007 - 2010)

Certifications & Courses

- Google AI Academy, Google for Startups, 2025.
- Google Launchpad Accelerator, Google – April 2022.
- Web & Product Development, DEV.F (2014, 2016).
- Google for Startups. 2024.
- Microsoft for Startup. 2024

Notable Achievements

- International Speaker & Panelist: Featured at UDEM, IronHack, and Design Week México discussing product strategy.
- Featured Expert: Contributed to a sociology study at Universidad Tecmilenio on "The Future of Work in Latin America."
- Corporate Consulting: Provided product growth strategies for Microsoft, Liverpool, and Telcel.

Languages

- Spanish: Native
- English: Advanced (C2)
- French: Basic

Interests

- Exploring emerging AI applications in global markets.
- Passionate about multilingual product accessibility and UX.
- Active in sports, enhancing leadership and strategy skills.