

# ALEX PEREZ SANDI

IT Project Manager, Scrum Master, SAFe 6.0 | Agile Strategy, Expert Project Orchestration — Crafting Great Software Outcomes.

Seattle, WA, United States | [alex@alexps.io](mailto:alex@alexps.io) | [alexps.io](http://alexps.io) | [www.linkedin.com/in/aperezsandi](http://www.linkedin.com/in/aperezsandi)

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## CAREER SNAPSHOT

A results-driven Technical Project Manager with 22+ years of IT experience, including 15+ years leading software delivery and digital product development. Proven ability to manage projects, lead technical and business teams collaboratively, and deliver excellent customer solutions.

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## SKILLS & STRENGTHS

- Clear Communication & Building Strong Relationships:
  - I explain technical ideas simply to everyone, no matter their background. I'm good at building strong connections with project partners (stakeholders) at all levels.
  - This means: Good Talks & Presentations, Helping People Agree, and Finding Win-Win Solutions.
- Tech Know-How:
  - Understanding the whole process of how software is made (SDLC), how systems are designed, managing computer systems and online services (Platform & Infrastructure), and making different software tools work together (API Integrations).
- Agile & Scrum Expert:
  - Running projects smoothly with Agile and Scrum methods. This includes: Planning Sprints, Keeping Track of Tasks (Backlog Management), Leading Scrum Meetings, and using frameworks like SAFe for bigger projects.
- Smart Planning & Big Picture Thinking:
  - Deciding what a product should do (Product Strategy), planning the steps to get there (Roadmap), and setting a clear technical direction for projects.
- Teamwork & Leadership:
  - Talking effectively with company leaders (Executive Communication), guiding discussions to good outcomes (Stakeholder Influence & Negotiation), and leading teams with people from different departments to work well together.
- Solving Problems Effectively:
  - I think strategically to fix tricky problems and quickly sort out technical issues.
- As a three-time founder and co-founder in the IT sector, my core focus has been on playing a key part in successfully building these companies and driving their growth

## KEY ACCOMPLISHMENTS

- I successfully launched high-impact digital products achieving rapid market success (e.g., a Web3 app sold out in 3 weeks; a mental health app gained 1,000+ users in 4 months) and led complex technical projects for major clients like Mattress Firm, significantly boosting Core Web Vitals by 30%.
- I drove substantial business growth as a three-time IT company founder/co-founder, scaling one venture from 0 to 40+ active projects within five years and contributing to a 200% year-over-year revenue increase in a project delivery leadership role by optimizing efficiency.
- I enhanced operational efficiency by dramatically improving project delivery times (by 60% YoY at Code Brew Labs) and achieving exceptional Agile team performance (e.g., 94%+ sprint completion rates at Edgio), effectively managing up to 23 concurrent projects.

## EDUCATION AND CERTIFICATIONS

- **Education**
    - Master Candidate in Business Process Improvement (BPM) | ITESO
    - Bachelor of Engineering in Computer Systems in Engineering | ITESO
  - **Certifications**
    - Scrum Master Certified (SMC)
    - Certified SAFe® 6 Advanced Scrum Master (SASM)
    - Scrum Product Owner Certified (SPOC)
    - Agile with Atlassian Jira
    - Google Project Management Certificate
    - Software Product Management Specialization | University of Alberta
    - Microsoft Program Management Professional Certificate
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## PROFESSIONAL EXPERIENCE

### Edgio | Product Manager | February 2022 – Present | Seattle, WA

Edgio is a global network powering fast, secure, and seamless digital experiences through its integrated edge platform for content delivery, applications, and streaming. I led the creation and launch of new, large-scale web solutions. I worked closely with architects and developers to make sure everything was technically sound and, importantly, achieved great results for the business.

- I spearheaded the development of a Web3 headless architecture application, successfully guiding the entire development cycle and achieving a complete product sell-out in just three weeks.
- I led the development of a composable application for an Event Display Manufacturer, successfully integrating Shopify Plus, Builder.io, and Salsify PIM. I delivered the MVP in just four months.
- I managed a headless migration project for a major furniture retailer. By focusing on performance optimization and scalability, we achieved a 30% improvement in Core Web Vitals (CWV) and enhanced scalability. This set the foundation for a full-scale migration to a headless web app that improved performance and customer satisfaction.
- I led Scrum activities for a luxury fashion brand and improved the team's sprint completion rate to 94%+ over 18 months, boosting efficiency and driving conversion rate improvements.

### Zwinny | Founder & Product Manager | February 2020 – January 2022 | United State: Remote

I founded Zwinny, a boutique professional services company where we acted as strategic partners for startups, offering dedicated product and project management. We focused on crafting custom digital plans using Agile methods to improve how they built websites and mobile apps. In my role there, I led software ideas from the very first concept to a fully developed product. I managed these projects' entire creative and technical journey, ensuring they launched smoothly and perfectly matched what our clients needed.

- Strategic UX/UI Design Implementation: Defined and implemented UX/UI design procedures that enhanced user experience and met market demands, increasing user satisfaction and product adoption.
- Advisory on Software Development Strategies: Provided expert advice on software development strategies, enabling clients to reach target markets and create value for their organizations effectively.
- I successfully led the development and launch of an ERP system for an ISP and Cloud provider, effectively managing the entire process. I delivered the Minimum Viable Product (MVP) within 12 months, significantly streamlining operations and enhancing service delivery for the client.
- I spearheaded the scoping, planning, and execution of the software engineering process for a Mental Health app, achieving a successful launch within 8 months. In just 4 months, I secured over 1,000 recurring users, substantially enhancing the app's market presence and impact.

## **Code Brew Labs | Project Delivery Manager | Guadalajara, Mexico | October 2018 – February 2020**

As Project Delivery Manager at Code Brew Labs, a company that built mobile apps like 'Uber-style' services and financial tech solutions, I was key in ensuring our software development projects were successfully completed and delivered.

- I successfully managed and coordinated activities among multiple software development teams, ensuring that all projects were strategically aligned and consistently delivered on time.
- Through effective prioritization of objectives, I successfully improved project delivery time by 60% year over year (YoY), significantly enhancing operational efficiency.
- I successfully led 23 projects and spearheaded diverse software development and project management teams, driving significant value for our customers' solutions. My efforts contributed to an impressive 200% year-on-year revenue increase for the company.

## **Other Experiences**

KS Sistemas | Co-Founder | Guadalajara, Mexico

Microsoft | Junior Sales Executive | Guadalajara, Mexico

DV Inteligencia | Co-Founder and Managing Partner | Guadalajara, Mexico

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