SANTIAGO PERICO

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EDUCATION

COLUMBIA BUSINESS SCHOOL — New York, NY
MBA, Product Management & Technology — 2025-2027
Honors: Columbia Fellow
Membership & Leadership: Chief of Staff AI Club, Vice President Media Club, Tech Club, Tennis Club.

COLUMBIA SCHOOL OF ENGINEERING AND APPLIED SCIENCE — New York, NY
MS in Engineering, Artificial Intelligence & Machine Learning — 2025-2027

UNIVERSIDAD DE LOS ANDES — Bogota, Colombia
Bachelor of Business Administration, Minor in Economics — 2014-2019

EXPERIENCE

PARAMOUNT — Los Angeles, CA
Global media & entertainment company spanning film, television, and streaming. — Jun 2026-Present
Strategy & Business Development MBA Intern

- Built end-to-end market-entry strategy for Paramount's launch on Roblox — a platform of 150M+ Gen Z/Alpha daily users — defining IP-fit criteria, revenue/royalty architecture, licensing flow, and build-vs-license tradeoffs targeting a projected $12B Gen Z immersive-ad opportunity.
- Designed a creator-to-greenlight accelerator program, converting established creator communities into a de-risked development pipeline, positioning Paramount to tap into the ~$480B creator economy by reframing audience traction as a pre-greenlight box-office signal.
- Led an AI-driven initiative using generative models to restyle iconic scenes from Paramount's legacy catalog into new formats (e.g., anime), building the framework to reposition the back-catalog from a dormant asset into a new revenue stream.

FLORAZU — Barcelona, Spain
B2B marketplace connecting LatAm/Africa flower farms with European wholesalers. — 2024-2025
Product Director

- Overhauled product architecture and implemented agile frameworks (Scrum, CI/CD, Jira velocity tracking) with cross-country teams in 7+ markets including Germany, Spain, Italy, France, and Croatia, accelerating product delivery cycle by 40%.
- Built high-fidelity prototypes using AI-assisted tools (Lovable, Cursor, Replit) to accelerate validation cycles, cutting feature discovery time by 65% through rapid iteration before committing engineering resources.

MASU — Mexico City, Mexico
VC-backed B2B marketplace connecting raw material suppliers with global manufacturers. — 2022-2024
Founding Team & Head of Product

- Founded Masu's product, data and engineering teams from scratch: architected initial data infrastructure and technology stack that accelerated platform launch to 3 months and laid technical foundation for two-sided marketplace scalability.
- Conducted an end-to-end experiment developing a RAG sales enablement agent with Darwin AI (partner), engineering custom ETL pipelines to ingest industry data into a vector DB (Pinecone) to validate hypothesis on context-aware generation, resulting in 20% improvement in qualified lead conversion.

MUNDI — Mexico City, Mexico
VC-backed trade finance platform that absorbs non-payment via financial products. — 2020-2022
Product Manager (2021-2022), **Business Operations Manager** (2020-2021)

- Architected LatAm's first instant digital cargo insurance product in 3 months, building PRDs, customer journeys, and API-driven workflows for automated underwriting and claims, reducing policy issuance time from 3 days to 5 minutes.

ADDITIONAL INFORMATION

Technical Skills: Data & Databases (Python, SQL, Postgres, Snowflake, Airtable) | BI & Analytics (Redash, Metabase, Amplitude, Mode, Hotjar) | No-code & Automation (Retool, Bubble, Zapier, n8n, APIs, Make) | Product & Design (Figma, Jira, Notion)
Volunteer Work & Interests: Club President (Rotary International) | Digital Content Creator (built 50K+ audience across social platforms) | Tennis | Paragliding | Kitesurfing | Scuba Diving
Languages: Spanish (native) | English (fluent)