

TOBIAS YANGÜELA

SENIOR TECHNICAL PROJECT MANAGER | PRODUCT OPERATIONS | AI-POWERED DIGITAL PRODUCTS

CONTACT

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Buenos Aires, Argentina
Linkedin

CORE SKILLS

Digital Product Leadership
Product Operations
Product Roadmapping
MVP Definition
Technical Scoping & Estimation
Sprint Planning & Orchestration
Cross-Functional Team Leadership
QA & Release Management
Vendor & Stakeholder Management
Strong Technical Fluency

AI SKILLS

Prompt Engineering
AI-Assisted MVP Development
AI-Assisted Rapid Prototyping
AI Workflow Automation
Generative AI Strategy
Content Automation Agents
Multimodal AI Production
LLM Integration

AI TOOLKIT

ChatGPT · Claude · Claude Code · Midjourney · Sora · ElevenLabs · NotebookLM · Lovable · Cursor · Kimi

STACK

Jira · Notion · Asana · Figma · Miro · Monday · Adobe Campaign · Canva

LANGUAGES

Spanish — Native
English — Fluent
French — Basic

PROFILE

Senior Product-minded Technical Project Manager and Product Operations Leader with 8+ years of experience leading digital products, AI-enabled initiatives, platform migrations, and interactive experiences for US agencies and global brands. Experienced in translating business goals, user needs, and technical requirements into roadmaps, MVPs, workflows, and successful launches. Currently operating as Head of Production & Operations and leading the end-to-end launch of a civic engagement mobile app, owning product strategy, execution, stakeholder alignment, and go-to-market coordination. Strong technical fluency with a full-stack background and daily use of AI tools to accelerate prototyping, automate workflows, and improve operational efficiency.

WORK EXPERIENCE

Kollectiff — 2022 - PRESENT

Head of Operations / Senior Technical Project Manager

- Lead end-to-end execution of 19 completed AI-enabled and interactive digital products (including 3D, AR/XR, and Web3 experiences), managing scope, timelines, budgets, resources, QA, and cross-functional delivery.
- Own product and delivery workflows from discovery to launch, translating business goals, user needs, and technical requirements into MVP scopes, roadmaps, sprint plans, and launch-ready experiences.
- Currently leading the end-to-end development and launch of a civic engagement mobile app planned for July 2026, featuring an AI coach and collaboration with New York-based nonprofit stakeholders.
- Coordinate multidisciplinary teams across design, engineering, and 3D production, including 2 designers, 5 technical team members, and 4 3D specialists across Argentina, the U.S., and Europe.
- Implement AI-powered workflows to accelerate production timelines, including AI-assisted MVP prototyping, content-generation agents, product documentation, and internal process optimization.
- Operate as a COO-like partner to leadership, improving production systems, resource planning, delivery rituals, operational visibility, and decision-making across multiple concurrent projects.
- Develop project scopes, estimates, and budget plans across 20+ business opportunities, supporting client proposals, commercial strategy, and production feasibility.
- Partner with 15+ international clients and agency partners across New York, Chicago, Los Angeles, Europe, and Argentina, including **BBDO NY**: Pedigree, Bacardi, Stryker / **Energy BBDO Chicago**: Bepanthen / **MullenLowe**: Acura, Patron / **GSP**: Cheetos / **Infillion**: Liquid IV, Hyatt / Solana Foundation, Decentraland Fashion Week, ArtWrld, and Max Headroom.

Lenovo — 2019 - 2021

Development Project Manager

- Managed a 15-person global development team across Argentina and India, leading technical delivery for Lenovo's e-commerce platform and regional digital operations.
- Supported the migration from SAP Hybris to Flash CMS, coordinating requirements, QA, content workflows, and production readiness across business and technical teams.
- Delivered e-commerce builds, landing pages, and promotional campaigns for Black Friday and Cyber Week, collaborating with merchandising, SEO, design, development, and QA teams.
- Translated business and merchandising needs into clear technical tasks, timelines, and delivery plans, improving execution across distributed teams.

Wunderman Thompson — 2018 - 2019

Digital Project Manager

- Managed offshore web development, content production, localizations, banner builds, site maintenance, and email campaigns for global healthcare and CPG brands.
- Coordinated creative, development, QA, and client teams to deliver high-volume digital assets on time and according to brand/compliance standards.
- Supported digital production for brands including Colgate, GSK, Sensodyne, Flonase, Nicorette, ENO, Theraflu.

EDUCATION

Master's in Digital Business — 2026 - Present
Universidad de San Andrés

Bachelor of Business Management — 2013 - 2017
Universidad Argentina de la Empresa

Full-Stack Web Development Program — 2017
Digital House

Study Abroad Semester — 2016
Universitat Autònoma de Barcelona

CERTIFICATIONS

Generative AI & Prompt Engineering — AI-assisted workflows, LLM tools, product prototyping, automation, and multimodal content generation.
AI-Assisted Product Development & Rapid Prototyping — Lovable, Cursor, ChatGPT, Claude, NotebookLM, and no-code/low-code workflows.
Project Management Fundamentals — Platzi
Digital Economy, Bitcoin & Cryptocurrencies — Platzi
Responsive Web Development with HTML5 & CSS3 — Udemy