

# MARIANO DELLA VEDOVA

Technical Project Manager · Product Owner · PMP

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## SUMMARY

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PMP-certified Technical Project Manager and Product Owner with 15+ years in software. I started as a developer, worked as a Scrum Master and Project Manager at Ascentio, and spent four years and eight months as a Project Leader at Mercado Libre, leading fulfillment products from discovery to launch across five countries. I've worked in Agile/Scrum since 2012 and own delivery end to end: backlog, risks, dependencies and stakeholders. Coming from development, I talk APIs and architecture with engineers as a peer. Today, as an independent consultant, I apply AI and digital sustainability to a real e-commerce operation: KPIs before every change, an LLM forecast chosen by benchmarking four models, and carbon measured per visit. BSc in Computer Science (UNC), MSc in Sustainable Development Management.

## EXPERIENCE

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**Independent Consultant** · Córdoba · 10/2024 – Present · *Clients: Opción Eco (wholesale distributor), Ceibo Estudio*

- **Opción Eco:** sole product, management and technical owner for the company's digitalization and online store.
  - Designed and built a delivery route-planning web app with AI-assisted development, cutting planning time from half a day in Excel to under an hour.
  - Designed and running a weekly AI restock forecast: benchmarked four LLMs on real data and chose the best quality/cost option (~USD 5/year vs USD 83/year for the most expensive).
  - Raised site-search variant coverage from 6.5% to 97.7% (390 of 399 products), measured with the same controlled probe before and after the change.
  - Set up GA4 measurement and defined KPIs and baselines before each storefront change.
  - Tracked estimated CO<sub>2</sub> per visit and cut it by 45% (0.496 → 0.273 g); redesigned the shop page, raising mobile PageSpeed from 44 to 68.
- **Ceibo Estudio** (first my MSc practicum, working there as a PM; a client since 09/2026): brought in for my product and carbon-footprint experience to test Carbon Dig, their digital carbon footprint measurement platform, and give an expert opinion on how it works. Block-based test plan, issues logged by severity, and a review agenda with the client's technical lead.

**Mercado Libre** · Remote · 6 years

*Project Leader (Product Owner)* · 03/2020 – 10/2024

- Owned risk and dependency management for the team. For example, when another team's inventory API change blocked us, I agreed the API signature with them and we built and tested against a mock, so delivery wasn't blocked. We switched to the real API without problems when it was ready.
- Facilitated all the team's ceremonies myself: planning, dailies, demos, retrospectives and refinement. I used Scrum or Kanban depending on the work, and tracked the standard Scrum metrics (velocity, sprint burndown). Kept each story's goal and Definition of Done, and surfaced blockers in the daily with an agreed next step.
- Coordinated the team's releases to production through Fury, Mercado Libre's internal CI/CD and cloud deployment platform.
- Proposed and negotiated the quarterly roadmap with Product, balancing seller-facing features against technical priorities such as post-incident security hardening.
- Formed and led the team that launched Transfer, moving stock between fulfillment centers in Brazil and Mexico, from discovery to launch. It brought stock closer to buyers and enabled delivery in under 24 hours.
- Took over Restrictions, a seller-inbound control process run from a spreadsheet, and replaced it with backend APIs that automated the checks and the seller messages. Rolled out in Argentina, Brazil, Mexico, Chile and Colombia.
- Evolved it into Recommendations (how many units sellers should send): the team analyzed recommendations against actual sales, found the calculation ignored inbound lead time, and I coordinated a new calculation with the Machine Learning team: 5% stockout reduction while avoiding overstock.
- Team grew from 4 to 7 people. Weekly 1:1s with each member; two of them became Technical Leaders.

*Senior Software Engineer · 10/2018 – 03/2020*

- Developed the order management system (OMS) that orchestrated warehouse operations for the launch of new fulfillment centers in Argentina, Brazil and Mexico.
- Contributed to API and microservices design, code reviews and automated testing. Built, tested and deployed services every day through Fury.

**Ascentio Technologies** · Córdoba · *Developer to Project Manager (2007 – 2018)*

*Project Manager / PM Coordination Team · 11/2014 – 10/2018*

- Managed ground-segment software projects for CONAE (Argentina's space agency) on the SAOCOM satellite mission, in a mission-critical environment. Main client contact: gathered requirements and turned them into the team's backlog.
- Owned risk management and stakeholder communication for the project.
- Drove engineering quality practices in the team: test automation, performance testing and code review.
- From 2016, alongside my own project, joined the team that coordinated the project managers: status across all projects and allocation of people between projects.

*Scrum Master · 11/2012 – 11/2014*

- Facilitated agile delivery for the satellite software teams: Scrum ceremonies, team workflow and continuous improvement.
- Moved into the role from development, so I knew the codebase and the team's engineering workflow first-hand.

*Software Developer · 10/2007 – 11/2012 (FUNARC until 12/2008, then Ascentio)*

- Developed ground-segment software (telemetry and telecommand) for CONAE's SAC-D/Aquarius satellite mission, mainly in Java.

## EDUCATION

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- BSc in Computer Science — FaMAF, Universidad Nacional de Córdoba, 2013
- Diplomatura Superior en Ingeniería y Calidad de Software — UTN Córdoba, 2012
- MSc in Sustainable Development Management — UNIR, 2026

## CERTIFICATIONS

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Project Management Professional (PMP), PMI · Management 3.0 (Foundation, Agile Change Leadership) · Green Software Practitioner (Green Software Foundation)

## TOOLS

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Jira · Confluence · Fury (Mercado Libre's CI/CD and cloud deployment platform) · Claude Code · Figma (design review with UX) · GA4 · Looker Studio · BigQuery · SQL · Java · Microsoft Excel/PowerPoint

## LANGUAGES

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Spanish (native) · English (advanced)