ELENA CALVILLO

Senior Product Manager | AI & B2B SaaS | Enterprise Scale (2M+ Users)

Mexico City (US Time Zones) | [https://www.linkedin.com/in/elena-product-manager/] | [promptledproduct.substack.com]

PROFESSIONAL SUMMARY

I am a Product Manager with 10+ years of technical experience, currently building AI-powered products for enterprise scale (Fortune 500 clients, 2M+ users). Unlike traditional PMs, I come from a developer background—I don't just write specs; I build.

I specialize in "vibe coding" (rapid prototyping with LLMs) to ship faster and validate ideas before engineering writes a single line of production code. Currently leading AI roadmaps at Softtek (Client: WTW) and publishing *Prompt-Led Product*, a newsletter where I share practical AI management lessons with 2,000+ readers.

FEATURED AI PROJECTS (VIBE CODING)

These are live applications I built, prompted, and deployed myself using Lovable, Cursor, and Replit.

- **DraftKit.app (Current):** An async collaboration command center for Substack writers. Replaces messy email threads with a structured approval workflow. Built to solve my own pain points as a newsletter creator.
- **Bad Valentines (Feb 2026):** A viral card generator app built in 15 minutes using Lovable. Proves that rapid prototyping can deliver functional, engaging consumer experiences in record time.
- **CampaignDays.io:** A campaign management tool designed to help creators host their own multi-day challenges (like the *AI Advent Challenge*).
- **Prompt-Led Product (Newsletter):** My weekly publication on Substack. I write about the intersection of Product Management and Generative AI, focusing on how PMs can use LLMs to escape "feature factory" loops.

SENIOR EXPERIENCE

SOFTTEK (CLIENT: WTW - WILLIS TOWERS WATSON) | *Remote*

Senior Product Manager | *Apr 2024 – Present*

Lead PM for the Embark platform (2M+ users). Strategic contributor to multi-million dollar revenue & Fortune 500 renewals.

- **AI Revenue Impact:** Architected RAG-based agents to resolve complex benefits queries. This feature was key to retaining 50+ Fortune 500 clients and protecting multi-million dollar contract renewals.

- **Cost Reduction:** Deployed GenAI conversational flows that deflect ~20% of support tickets, significantly reducing operational overhead for benefits administration teams.
- **Scale & Leadership:** Led 10+ engineers and data scientists to ship SOC2/HIPAA compliant AI features, ensuring 99.9% uptime during peak enrollment windows.
- **Stack:** Azure OpenAI, Python-based backend, Enterprise SSO, Vector Database (RAG).

SOFTTEK (CLIENT: MARITZ / GALDERMA) | *Remote*

Product Manager | *Jul 2023 – Mar 2024*

Led mobile transformation for the ASPIRE Rewards ecosystem (1.4M+ members).

- **Turnaround:** Rescued a stalled "Daily Unlock" sweepstakes by personally mapping user journeys to resolve legacy code blockers, driving a 50% spike in daily member engagement.
- **Mobile Modernization:** Directed the end-to-end mobile redesign to support complex eligibility logic, delivering 99.9% uptime for 150k+ active users during high-traffic seasonal events.
- **Compliance Leadership:** Translated complex MarTech requirements into technical specs while navigating strict Healthcare Compliance (MLR) constraints without a dedicated UX lead.

SOFTTEK (CLIENT: LIVINGSTON) | *Remote*

Product Manager | *Dec 2022 – Jun 2023*

Modernized a 30-year-old customs brokerage system for North America's largest customs broker ($1.3B revenue).

- **Legacy Modernization:** Retired a 3-decade-old legacy backend by architecting a modern web MVP, migrating complex regulatory business rules (CBP/CBSA) into a streamlined digital interface.
- **Operational Efficiency:** Automated manual data entry for high-volume customs manifests, reducing operational overhead by 40% and eliminating paper-based bottlenecks.

NXP SEMICONDUCTORS | *Guadalajara, Mexico*

Technical Product Manager | *Jan 2019 – May 2022*

Pivoted from QA Lead to Technical Product Management, bridging the gap between hardware engineering and marketing.

- **AI Personalization:** Launched a dynamic content engine that personalized web components for global users, capturing 50k+ leads directly into the Eloqua/Salesforce pipeline.
- **Automation Strategy:** Identified a critical bottleneck in manual lead processing and secured executive approval for Parabola.io, reducing data processing time by 90%.

- **System Definition:** Translated complex automotive hardware requirements into clear software specifications for global engineering teams.

Web Developer & QA Specialist | *Jan 2017 – Jan 2019*

- **Risk & Compliance:** Mitigated critical legal liability following a trademark lawsuit by establishing a code governance framework for 20+ developers, reducing content errors and legal claims by 70%.
- **Global Localization:** Managed a 10-person squad to implement XTM Cloud for 70,000+ pages, optimizing workflows for Asian markets (China, Japan).

DIGITAL MIND - GRUPO KP ALAZRAKI | *Guadalajara, Mexico*

Founding Web Developer | *Sep 2015 – Jun 2017*

- **Founding Developer:** Served as the agency's first technical hire. I established the initial development workflows and coding standards that allowed the team to grow to 30+ employees.
- **Full-Stack Delivery:** Owned the end-to-end development of custom CMS solutions for 15+ corporate clients, managing the full lifecycle from design to deployment.

EDUCATION

Bachelor of Engineering in Computer Systems

Universidad Tecnológica Latinoamericana (UTEL) | 2018 – 2022

- Focus on Software Engineering and Systems Architecture.

SKILLS & STACK

- **AI & Prototyping:** Lovable, Cursor, Replit, OpenAI API, Anthropic (Claude), Midjourney, RAG Architectures.
- **Product:** Product Strategy, Roadmapping, User Research, Technical Writing, Agile/Scrum, Data Analysis.
- **Technical:** HTML/CSS/JS, Python (Basic), SQL, React, PHP, API Integration, Supabase, n8n.
- **Languages:** Spanish (Native), English (Professional).