ANA LIA BARRAGAN ECHENIQUE

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Experienced technology leader with 8 years in project and product management in the data science field, driving cross-functional collaboration and data-driven solutions. Proven success in scaling teams, integrating data products, and delivering measurable results —like a 30% increase in efficiency and $1.6MM in cost savings. I foster innovation through clear communication, strategic vision, and empathetic leadership, creating thriving work environments that empower teams to excel.

PROFESSIONAL EXPERIENCE

Software Development Manager Data Science　　　　　　　　　　　　　　　**January 2023 – Present**
Maxon Computer Inc., *Seattle, WA, USA*

- Built and expanded the Data Science team by recruiting, onboarding, and mentoring 5 new team members, including Data Analysts and Engineers, to support key company objectives.
- Collaborated with product, engineering, and QA teams to develop and integrate data products into 9 applications, leading to 10 performance-monitoring dashboards.
- Led change management to embed data into decision-making, making data central to feature planning and status meetings.
- Drove a 1,140% increase in data analysis requests by streamlining communication channels, improving dashboard functionality, and expanding user training.
- Implemented new infrastructure and agile process standards, reducing response times to customer requests by 30%.

Sr. Technical Program Manager　　　　　　　　　　　　　　　　**June 2021 – December 2022**
Maxon Computer Inc., *Seattle, WA, USA*

- Eliminated delays in the Maxon App by implementing agile methodologies, improving sprint planning, and enhancing team coordination, resulting in on-time feature delivery for the first time in 8 months.
- Successfully led the concurrent launch of 7 products within 2 months of joining, coordinating efforts across engineering, product management, marketing, and operations.
- Defined and implemented a new licensing methodology, driving a fivefold increase in enterprise sales.
- Collaborated across functions to develop a data analytics strategy, laying the foundation for future data solutions architecture.

Product Manager Technical　　　　　　　　　　　　　　　　　　**June 2020 – June 2021**
Amazon, *Seattle, WA, USA*

- Launched a product to automate ML training data generation across 14 locales within the first month at Amazon, achieving a ~300bps improvement in label quality and ~$1.6MM annual cost savings.
- Collaborated with data science and customers in ML speech recognition to define bias in labeled data, develop a data-driven measurement approach, and conduct two experiments to validate the approach.
- Directed the metric definition, design, and implementation of 13 dashboards for five cost-saving initiatives, enabling teams to measure impact, monitor performance, and identify anomalies. Worked with stakeholders to ensure data accuracy and availability.
- Identified potential implementation risks, presenting mitigation strategies that reduced project delays by 15% and improved stakeholder alignment.

Lead Project Manager　　　　　　　　　　　　　　　　**October 2017 – September 2019**
InfoNetwork, *Cologne, Germany*

- Initiated the integration of Speech-To-Text, NLP, and Face-Rec technologies into media production processes, resulting in innovative advertising products and a 30% increase in video production efficiency.
- Spearheaded the implementation and launch of a €2MM video editing system, overcoming technical challenges to deliver the product to over 300 internal users, and established analytics for performance tracking, improving user adoption by 40%.
- Managed a cross-functional team of nine, using design thinking methodologies to develop the conceptual design for Mobile Journalism, which projected potential cost savings of 70% in video production processes..

Management Trainee – Leadership Development Program　　　　　　　　**March 2016 – September 2017**
Media Group RTL, *Cologne, Germany*

- Acquired comprehensive insights into Media Group RTL through rotations across 31 departments and four 3-month projects, gaining expertise in project management, digital media strategies, and stakeholder engagement.
- Supervised a pilot project for a semi-automated cloud web-video production system, leading supplier negotiations, training 50+ creative workers, and conducting analytics that improved production speed by 40%.

EDUCATION

Spanish (Native), English (Fluent), German (Fluent), French (Conversational), Chinese (Basic)

4.0 GPA - Master of International Management　　　　　　　　　　**September 2013 – March 2015**
Portland State University, *Portland, Oregon*

Google Analytics Certification　　　　　　　　　　　　　　　　　　　**October 2023**
Google Skillshop, *Online Learning Platform*

Udacity Nanodegrees - Data Product Manager (04/2023), Machine Learning (01/2022), Data Analyst (09/2018)　　**Multiple**
Udacity, *Online University*

Professional Scrum Master I Certification　　　　　　　　　　　　　　**November 2018**
Scrum.org

Full Scholarship - BA in Business Administration and International Management　　**October 2009 – August 2013**
University of Applied Sciences Bremen, *Bremen, Germany*