

Leonel Torres



PERSONAL INFORMATION

- **Location**
Managua, Nicaragua
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SKILLS

Agile Framework

[Certified Scrum Master](#) - Scrum Alliance
[Certified Product Manager](#) - Cornell University



Development Software

- Jira & Confluence - Advanced
- Bizagi Studio BPM - Advanced
- SQL - Basic

Business Intelligence

- Power Query/BI - Advanced
- Tableau Software - Intermediate
- Power BI - Basic
- Google Data Studio - Intermediate

Services Software

- Salesforce Software - Advanced
- WordPress CMS - Intermediate



EDUCATION AND TRAINING

- **2014 - 2015**
Master Degree
Industrial Management
Universidad Centroamericana (UCA)
- **2006 - 2012**
College
Industrial Engineer
Universidad Centroamericana (UCA)



APTITUDES

- Teamwork
- Analytic Capacity
- Spontaneous Adaptability
- Discipline
- Organization
- Dynamism
- Enthusiasm
- Empowerment

Work Experience



Senior Project Manager [October 2022 – Present](#)

- Manage **8 to 11 projects for Corporate Clients**, with development budgets ranging from **\$120,000 to \$240,000 per client**.
- Collaborate with clients to outline strategic roadmaps focused on achieving their website and SEO goals and objectives.
- Develop comprehensive project plans that define timelines, tasks, milestones, and resource allocation for custom WordPress builds, SEO optimization, and plugin integrations.
- Provide leadership and mentorship to cross-functional teams, including developers, designers, marketers, and SEO specialists, fostering collaboration and delivering high-quality project outcomes.
- Monitor project progress closely, tracking key milestones such as website development phases, SEO audits, and content optimization, and adjusting plans as necessary to ensure on-time delivery.



Team Leader - Project Management Department [January 2022 – October 2022](#)

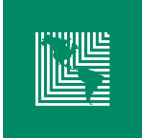
- Established the Salesforce Development department, **creating a new business line** for the company focused on Salesforce solutions and services.
- **Expanded the PMO** from 3 to 6 Project Managers and **grew the Salesforce team** to 3 dedicated developers, scaling the department to meet increased demand and enhance delivery capacity.
- Developed functional designs for new and existing business processes, ensuring alignment with organizational goals and strategic objectives. Oversaw non-technical improvements in support processes, optimizing workflows and driving operational efficiency.
- Collaborated with business teams to implement Salesforce enhancements, ensuring smooth communication between technical and non-technical stakeholders.
- Managed the Salesforce roadmap, providing regular updates to ensure transparency and track progress on key features and improvements.



Salesforce Product Manager [January 2021 – October 2022](#)

- Laid the foundation for the **Donor Management Profile** in Salesforce, tailoring the platform to meet the specific needs of donor tracking and engagement for the organization.
- Successfully implemented the **Nonprofit Success Pack (NPSP)**, enhancing the organization's ability to manage fundraising, donors, and other nonprofit processes efficiently.
- Established the organization's first-ever **Salesforce product roadmap**, driving strategic enhancements and long-term planning.
- Tracked and reported on **key performance indicators (KPIs)** related to donor engagement and fundraising, ensuring alignment with yearly goals.
- Developed comprehensive reporting for all teams working across the four core products, providing insights into fundraising efforts and progress towards donor acquisition and financial goals.
- Managed the support pipeline, prioritizing and assigning requests to Salesforce administrators to ensure efficient resolution of issues.

Work Experience



Regional Product Manager - Web/Mobile Banking App [June 2019 – January 2021](#)

- Led a **Transformation Team** (2 designers, 1 business analyst, 1 data analyst, and 5 developers) forming a cross-functional team dedicated to driving digital innovation.
- Developed and executed the roadmap for the Web/Mobile Banking App, growing the user base from **16,000 to 120,000 active users**—a growth of **650% during 1 year**.
- Implemented key performance indicators (KPIs) and the **Net Promoter Score (NPS)** to track user feedback and optimize customer engagement through targeted campaigns.
- Deployed **Kibana** as a monitoring system to map the customer journey, identifying pain points and formulating solutions to enhance the app's user experience.
- Successfully scaled the Web/Mobile Banking App from one country to all 15 countries within the regional group, ensuring consistent performance and user satisfaction across markets.



Regional Product Specialist - Bizagi [March 2017 – May 2019](#)

- Designed and optimized over **6 business products** to improve operational efficiency and streamline processes.
- **Reduce operational costs by \$4,500 per month** for a Core process by implementing API integrations for a faster service.
- Worked side by side with product owners to define and implement KPIs, enabling them to track performance improvements and measure business success.
- Led efforts to monitor the impact of these optimizations, providing insights into business growth and ensuring continuous improvement across the implemented products.



Product Specialist - Mobile Banking App [March 2014 – February 2017](#)

- Led the implementation of a revamped mobile app, transitioning from a SIM-based app (Gematlo) to a fully functional Android and iOS app.
- Designed business processes focused on increasing revenue based on current app metrics, optimizing the app's performance and user engagement.
- Achieved a **20% reduction** in traditional channel operations over a two-year period, resulting in significant cost savings through the use of advanced mobile technology.
- Played a key role in modernizing the mobile banking experience, driving efficiency and improving customer satisfaction across the platform.