



# Alfredo Gutierrez Cendejas, Senior Tech Project Manager | Web3 & AI Solutions

Jalisco, México

01 - 1992

## About Me

Senior Project Manager and Tech Strategist specialized in leading scalable Web3, AI, and cloud-based platforms. Over the past 8 years, I've delivered +60 high-impact projects, scaled platforms to 1M+ users, and reduced delivery times by up to 50%. I combine deep technical leadership (DevOps, automation, smart contracts) with business agility to turn complex systems into real value. I'm driven by building innovative ecosystems that empower users, teams, and emerging markets.

## Contact

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## Skills

### Methodologies & Leadership

- Agile (Scrum, Kanban, Lean), Waterfall, CMMI
- Team Leadership, Remote Work Management
- Project Lifecycle Management, Innovation Strategy

### DevOps & Cloud

- AWS, GCP, Docker, Kubernetes, Jenkins
- CI/CD Pipelines, Infrastructure as Code (IaC)
- Monitoring: New Relic, Grafana

### Web & Software Development

- MERN Stack (MongoDB, Express, React, Node.js)
- Laravel, Go Microservices
- RESTful APIs, Serverless Architecture

### UX/UI & Tools

- Figma, Adobe Suite, Confluence, Notion
- Trello, Jira, Azure DevOps, Asana

### AI & Automation

- OpenAI, DeepSeek, Gemini, n8n, tldv
- Workflow automation and AI-enhanced bots

### Business Tools

- SAP B1, Dynamics 365
- Strategic Planning, KPI Monitoring, Data-Driven Decisions

## Languages

### Spanish: Native

### English: Intermediate (B2)

### Italian: Basic (A1-)

## Training

- Certified Scrum Master® (CSM®) SCRUMstudy, 2024
- Enterprise Design Thinking Practitioner IBM, 2023
- DevOps Certified Expert (DCE) CerTeach, 2021
- Agile & Scrum Foundations LinkedIn Learning | SCRUMstudy, 2024
- Full Stack Web Development & Mobile Apps Universidad Complutense de Madrid
- Basic Ethical Hacking (GHOST) WhiteSuit Hacking, 2021
- Generative AI Google
- OpenAI for Developers (In progress)
- AWS Cloud Fundamentals (In progress)
- Smart Contract Essentials (In progress)

## Work Experience

### milktech L.L.C

**Head of Technology & Innovation** | 02/2022 - today

- Pioneered the development of Mexico's first community-focused Web3 app, reaching over 4,000 active users, integrating smart contract interactions on Polygon, and driving widespread crypto adoption through an intuitive UX in React Native and serverless architecture on AWS.
- Led the launch of Mexico's first real estate token, enabling fractional property ownership and passive income via secure, audited smart contracts, deployed through custom DeFi protocols.
- Spearheaded a high-scale MERN project with a team of 9 developers, improving system response time by 5X and scaling to support 1M+ users, with CI/CD pipelines managed via Azure DevOps and Kubernetes.
- Integrated complex e-commerce and payment systems, including dynamic pricing engines and custom blockchain wallet solutions, resulting in a 65% increase in transactional efficiency.
- Delivered keynote presentations at national Web3 conferences and workshops, promoting technical education and ecosystem growth in Latin America.
- Implemented AI-enhanced automation flows using n8n and OpenAI, reducing manual processing by 40% and elevating internal operational intelligence.
- Designed and launched hybrid Web2/Web3 platforms using Go microservices and Laravel APIs, optimizing scalability and performance across decentralized applications.

### Betterware

**Tech Lead** | 08/2021 - 02/2022

- Optimizing software infrastructure using Infrastructure as Code (IaC) and modernizing CI/CD pipelines with Jenkins and Bitbucket Actions.
- Orchestrated cross-cloud deployments on AWS and GCP, leveraging Docker and Kubernetes to reduce deployment times by 70% and increase system reliability in high-traffic environments.
- Established real-time monitoring and alerting protocols using New Relic and Grafana, reducing critical downtime incidents by 40% and enabling proactive issue resolution.
- Collaborated with product and commercial teams to deliver scalable tech solutions that supported rapid growth in e-commerce channels and regional expansion.

### Independent Consultant

**Innovation, Product and IT Solutions** | 07/2020 - 08/2021

- Directed cross-border tech initiatives across Latin America, managing a distributed team to deliver web platforms with high-performance React frontends and AWS Lambda backends, resulting in a 65% boost in development throughput.
- Unified DevOps and Agile practices to accelerate delivery cycles, increase code quality, and streamline product iteration across regional stakeholders.
- Delivered and optimized client-facing platforms with custom integrations (payment gateways, affiliate systems), supporting thousands of active users.
- Supported strategic business negotiations by coordinating and managing high-profile corporate events across Mexico and South America, aligning product capabilities with executive agendas.
- Acted as a technical advisor in emerging tech stacks, helping clients adopt Web3-friendly architectures, smart contract logic, and cloud-native tooling to prepare for scale.

### Arrendamas

**Project Manager** | 10/2018 - 06/2020

- Led enterprise-wide Agile adoption, implementing Scrum across cross-functional teams and increasing delivery efficiency by 25% while reducing project cycle times.
- Oversaw the successful delivery of 64 technology and process improvement projects, blending Scrum, Waterfall, and CMMI methodologies to adapt execution strategies to each project's complexity.
- Coordinated cross-provider collaboration among three strategic partners, ensuring aligned timelines, shared KPIs, and consistent documentation standards.
- Designed and enforced governance frameworks that improved transparency and accountability across tech and business teams, strengthening execution discipline.
- Acted as the central communication hub between developers and senior leadership, driving stakeholder engagement and continuous delivery optimization.

## Education

### B.S. in Computer Systems Engineering

**Instituto Tecnológico de Morelia** | 2011 - 2017

### Specialization in Software Engineering

**Instituto Tecnológico de Morelia** | 2015 - 2017

### Agile Project Management Diploma

**Universidad del Valle de México** | 2023 - 2024