

# MARCO ALVAREZ

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## INTERESTS

Product management / Mobile applications development / Web development / Augmented Reality / Virtual Reality / Video 360

## WORK EXPERIENCE

Schibsted Media Group - (March 2017- Present) - Associate Product Manager

I manage digital advertising development for Schibsted marketplaces in emerging markets including UK, Finland, Hungary, Tunisia, Mexico, Dominican Republic, Greece, Belarus, Morocco and Spain.

- Benchmarking across different countries marketplaces
- Product definition
- Task prioritization
- Roadmap definition
- Stakeholder management
- Managing engineering team

Schibsted Media Group - Segundamano.mx - (October 2016 - March 2017) - Product Owner

I managed development and continuous improvement of two stacks of Segundamano.mx product in all platforms (web, android and iOS) using scrum methodology.

Schibsted Media Group - Segundamano.mx - (November 2015 - October 2016) - Android Engineer

I contributed to the Segundamano.mx android mobile app with tracking implementation, bug fixing, new features proposals, general improvements, and instrumentation and unit testing. Segundamano.mx android mobile app was selected by Google as one of the Best Apps of 2015 in Mexico.

Realidad Aumentada y Geolocalización S. de R.L de C.V. (May 2013 - Feb 2016) - Co-founder & CTO

I co-founded my first startup based on my final degree project. My role as CTO was to manage and develop several android and iOS prototypes using cross-platform and native frameworks.

ILLUTIO LTD (July 2014 - July 2015) - Co-founder & CTO

I co-founded ILLUTIO LTD, a startup focused on mobile applications based on augmented reality through geolocation and image recognition. As ILLUTIO's CTO, I led the development of the android mobile applications and was involved at Ignite100, an accelerator programme running in Newcastle upon Tyne, United Kingdom.

National Instruments Mexico (January 2013 - May 2013) - Applications engineering intern

I developed a mobile application to control DaNI, a robotics starter kit from National Instruments. I also developed LabVIEW applications for embedded control systems. I was a speaker at NIDays Conference in Puebla City.

Monterrey Tech (January 2013 - May 2013) - Final degree project

I developed an android mobile application based on augmented reality through geolocation for my college campus. Visitors were encouraged to use this mobile app for self-guided tour options in campus.

## EDUCATION

Engineering in Mechatronics (August 2008 - August 2013)  
Monterrey Institute of Technology and Higher Education, Mexico City, Mexico

Study Abroad Programme (August 2012 - December 2012)  
School of Engineering, Jönköping University, Jönköping, Sweden

## ACHIEVEMENTS

Scholarship and diploma - Excellent academic performance - Monterrey Tech - Mexico City, Mexico (August 2008 - August 2013)  
Premium Partner Programme - Wikitude GmbH - Salzburg, Austria (June 2013)  
Scholarship - Tec Lean Accelerator programme by Monterrey Tech - Guadalajara, Mexico (June 2013)  
First place - Hackathon, International Space Apps Challenge by NASA - Guadalajara, Mexico (April 2013)  
Best 10 Green Business Proposals - Instituto Global para la Sostenibilidad - Mexico City, Mexico (October 2013)  
Invitation - InsiderAR Munich Exposition, Metaio - Munich, Germany (October 2013)  
Honorable mention and interview - Prototype Nooply - TechCrunch Disrupt - Berlin, Germany (October 2013)  
Best 20 Mexican Startups - AltaVentures México - Mexico City, Mexico (November 2013)  
Place awarded on UK Trade & Investment's Sirius Programme - UKTI - Newcastle upon Tyne, United Kingdom (March 2014)  
Keynote speaker - XII Symposium of Mexican Students and Studies, University of Leeds - Leeds, United Kingdom (August 2014)  
Third place - PACT Wayfinding Challenge, University of Pennsylvania - Philadelphia, United States (June 2015)  
First place - trnql INC online challenge in devpost.com - Build An App That Makes Money (April 2016)  
First place - Ford company online challenge in devpost.com - Ford Mexico Smart Journey (August 2016)

## SOFTWARE

Android Studio	Parse SDK	Google Analytics
Eclipse	ProGuard	Bootstrap framework
Cordova	Wikitude SDK	Handlebar.js
Xcode	Vuforia SDK	LabVIEW
Google Maps API	Firebase	AVR Studio

## PROGRAMMING SKILLS

Java (Android)	HTML	PHP
Objective-C	Assembly	C#
Javascript	AWL	

## DEVELOPMENT SKILLS

Git (Version control)	TDD	Continuous Integration/Deliver
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## PRODUCT MANAGEMENT SKILLS

JIRA (Scrum methodology)	Benchmarking	Data driven decision
Task prioritization	Product definition	
Stakeholder management	Roadmap definition	

## LANGUAGE SKILLS

Spanish - Native speaker  
English - Pearson Test of English - Level B2 (April 2014)