

## FEDERICO GIULIANI

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## EXPERIENCE

### HEAD OF LA PLATA DEVELOPMENT OFFICE @ DESPEGAR.COM

*Reporting to CTO | 11/2010 - Present*

Lead a team of 60 professionals including Project Leaders, Developers, GUI Specialists, and Quality Assurance Team.

### LEAD ARCHITECT @ DESPEGAR.COM

*Reporting to CTO | 10/2009 – 11/2010*

Responsible for internal projects for caching and data mining  
Responsible for Marketing projects such as Affiliate Program and SEO Robot tools

### CORPORATE PRODUCT DEVELOPMENT MANAGER @ MERCADOLIBRE.COM

*Reporting to CTO | 01/2000 - 01/2005*

*Reporting to VP - Product Development | 01/2006 - 10/2009*

Responsible for M&A platform integration for Ibazar.com (Brazil, 10/2001), TuCarro.com (Venezuela/Colombia, 02/2008), DeRemate.com (Argentina/Chile, 10/2008), DeReto.com (Venezuela/Colombia, 10/2008)

Responsible for several tasks and process preceding and during MercadoLibre's IPO on NASDAQ Stock Market during 2007

Responsible for software development for MercadoPago, Mercado Shops, MercadoSocios and different modules in MercadoLibre's platform

Responsible for software development of data mining tools for internal CRM / Trust & Safety tools used to prevent fraud and conflicts between users within the platform

Manage wide diversity and size project teams, from 5 up to 25 members, with different skills, such as software engineers, QA analyst, Graphic designers and Usability Analysts.

Define and implement new architecture, frameworks and components

Design MercadoLibre core applications (end user and back-office)

Manage MercadoPago Core Project (Payments Software, similar to PayPal)

Manage Web Based Auction Software development

Manage Web Based CRM Software Responsible design, development & implementation

## **CORPORATE PRODUCT MANAGER @ MERCADOLIBRE.COM**

*Reporting to Executive Sr. VP - COO | 01/2005- 01/2006*

- Ensure site quality, navigability and usability
- Analyze and define different process on the site
- Provide to Product Development Department all the information regarding projects.
- Lead a team of 10 (Project Leaders, Product Analysts & Assistants)

## **SENIOR PRODUCT ANALYST @ PEOPLESOFT – ORACLE**

*Reporting to Latin America Development Manager | 06/1997 – 03/2000*

- Responsible for PO, AM & AP localization for Latin America requirements
- Lead a team of 7 Software Engineers

## **MAYOR SKILLS**

### **BUSINESS SKILLS**

- Strong knowledge over internet ecommerce and payment platforms
- 10 years in a management role, leading developers, QA and UX, working closely with product management, product planning, QA Teams and product development teams

### **TECHNICAL SKILLS**

- 12 years experience in designing, defining and developing software application (web & standalone)
- Strong experience over M&A platform integrations
- Agile methodologies
- Strong experience on development frameworks and tools, such as Java, Lucene, Cassandra, Spring, Maven, Hudson, SVN

## **OTHER INFORMATION**

- Birth date: Nov 5, 1972
- Nationality: Argentinean and Italian
- Marital status: Married since 1995, father of 2 (1996/2002)
- Languages: Spanish (Mother tongue) and English (Proficient)
- Education: Executive MBA at DiTella University (2009/2010)
- Part time professor of Information Technology & eCommerce at DiTella University