

Guillermo Álvarez González

Business | Product | Portfolio | Applied AI

Santiago, Chile

+56 9 4574 4445

guillermo@alvarezgonzalez.cl

alvarezgonzalez.cl

LinkedIn / Professional profile

PROFILE

I connect technology, product and operations to drive business results. **15+ years of experience** developing B2B and B2C businesses, improving profitability and turning decisions into action.

EXPERIENCE

SI Business Manager | Grupo SI · Elijo Reciclaje/Smart

B2B/B2C Commerce · Circular Economy | 05/2026 - Present

- Manage B2B and B2C business lines with responsibility for **sales, margins and budgets**. Define portfolios, pricing, channels and operations.
- Increased revenue by **40%**, product margins from **10% to 15%**, and the share of sales through physical channels and eCommerce from **2% to 20%**.
- Evaluate new business lines and develop a device trade-in program with banking and retail partners, covering acquisition, refurbishment and resale.
- Develop business proposals for the **General Manager**, assessing profitability, risks, resources and operational feasibility.

W Product Manager | WOM Chile

Telecommunications | 02/2022 - 02/2026

- Managed an annual budget of approximately **CLP 6 billion** and the full lifecycle of **500+ SKUs**, with up to 100 active across **220+ points of sale** and eCommerce.
- Through international negotiations and RFQ/RFP processes, reduced connectivity product **unit costs by about 50%** and inventory **CAPEX by around 30%**.
- Reduced obsolete accessories inventory by **87%** and drove sales growth of **up to 70%** in relaunched categories.
- Launched a new product generation **eight months ahead of competitors**. Recommended delaying a subsequent investment due to limited adoption potential, prioritizing returns.
- Coordinated **100+ launches annually**, up to 3 concurrent projects, 6-8 international manufacturers and cross-functional teams of 50+ participants.
- Led category **pricing and profitability**, integrating demand, inventory and sourcing. Presented **business cases** to prioritize investment and portfolio decisions.

15+

YEARS OF EXPERIENCE

SELECTED ACHIEVEMENTS

• Digital products

Turned the purchase and activation of a physical product into a **fully digital experience**, eliminating delivery requirements. Adoption exceeded **5% of the customer base**.

• Channel development

Built an online sales channel from scratch, integrating catalog, pricing and operations. Reached **40+ SKUs and 100 sales** in the first month.

• Innovation and adoption

Scaled new communication services across a base of **8+ million customers**. Drove service enablement and automation, reaching **up to 95% penetration**.

CORE SKILLS

Business and profitability

Sales · Margins · Budgets · New business lines

Product and portfolio

Pricing · Demand · Lifecycle · Go-to-market

Suppliers and channels

RFQ/RFP · Negotiation · Sourcing · B2B/B2C · eCommerce

Guillermo Álvarez González

Business | Product | Portfolio | Applied AI

Santiago, Chile

 +56 9 4574 4445

 guillermo@alvarezgonzalez.cl

 alvarezgonzalez.cl

 LinkedIn / Professional profile

EXPERIENCE / CONTINUED

- W

Product Lead / Device Specialist | WOM Chile
Telecommunications | 07/2015 - 01/2022

- Cut device certification from **30 to 7 days**. Enabled **new technologies** with suppliers and internal teams.
 - Optimized external laboratory services, reducing annual costs from approximately **CLP 100 million to CLP 70 million** while maintaining quality.
 - Reduced **inefficient network usage by over 50%** through improvements coordinated with suppliers.
 - Implemented **market intelligence and price monitoring** to strengthen competitive analysis and commercial decisions.
- N

Level 2 Specialist | Nextel Chile
Telecommunications | 03/2012 - 06/2015

- Coordinated feasibility assessments, product validation and critical incident resolution. Recognized for service quality for **more than six consecutive months**.
 - Contributed to **product selection and validation**, linking technical feasibility, customer needs and commercial opportunity.
- S

Head of Technical Supervision | SICE Agencia Chile
Telecommunications and Engineering Projects | 08/2009 - 12/2011

- Progressed from installation and field work to leading **teams of up to 80 people** on infrastructure and B2B projects, managing resources, quality, deadlines and operational issues.
 - Coordinated technicians and suppliers in **Arica, Iquique and Antofagasta**, overseeing progress, quality and project acceptance.

CROSS-FUNCTIONAL IMPACT

Market access

Demonstrated restrictions imposed by suppliers. The evidence supported a **regulatory strategy that opened the market to competition** and protected the business value proposition.

Business continuity

Resolved pricing, stock and quality issues with internal teams and suppliers, linking **root-cause analysis, corrective action and cost recovery**.

EDUCATION

MBA in progress

UNIR

Expected completion: September 2027.

Bachelor's degree in Business Administration

Universidad Mayor · 2022

Specialization in Marketing and Commercial Management.

McKinsey.org Forward Program

2026

Problem-solving, communication and leadership.

Continuing Education Certificate in Leadership

MIU City University Miami
2026

APPLIED AI

Use generative AI to analyze information, explore scenarios and develop solutions with review and business judgment. Combine automation with current AI tools and help others adopt them in their work.

TOOLS

Analysis and management

Excel · SAP · Oracle · CRM · Power BI · Looker Studio

Projects and productivity

Jira · Trello · Microsoft Project · Monday.com