

Samantha Rodrigo

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EDUCATION

University of California, Berkeley, Haas School of Business **Expected 2028**

Master of Business Administration

- Pursuing AI for Business Graduate Certificate. Member of Haas Tech Club, Haas AI Club, Haas Consulting Club.

Universidad Privada del Norte, Perú

2016 - 2020

Bachelor of Science in Industrial Engineering - Graduated in the top 10% of the class

- Completed a six-month international exchange at Universidad Nacional Autónoma de México (2019).

EXPERIENCE

Banco Falabella, Peru **2025-2026**

Latin America's leading retail bank within the Falabella Group with total group revenues exceeding \$14 billion

Growth and Customer Acquisition Manager / Team of 4

- Relaunched the bank's suspended digital credit card acquisition channel — using AI and Metabase to identify converting messaging angles and map funnel drop-off points, driving 50% growth in new cardholders.
- Scaled a new secured credit card product for underserved customers by validating that a manual onboarding process was blocking adoption — streamlining operations, reducing onboarding from 15 to 3 days, and achieving national rollout in 6 months, expanding the addressable market 10x.
- Expanded a 2.6M pre-approved customer base by 10% — using AI to query Peru's national credit registry (RCC) on Google Cloud Platform, proving the under-25 segment posed low credit risk, challenging an exclusionary scoring model and driving 20% growth in card acquisition.

McKinsey & Company, Peru

2021-2025

Business Analyst (2023-2025); Location Analyst (2021-2023)

User Centric Product Strategy

- Delivered an executive-ready digital product roadmap for Bolivia's leading microfinance bank — proposing a digital wallet and BNPL-enabled savings accounts designed for low-connectivity rural small business owners, forecasting a 10% expansion in client base.

Data Driven Insights

- As the only generalist PM among four technical leaders, designed and validated an MVP to restructure a bottom-heavy IT talent model across 2 tribes — demonstrating cost savings and projecting 10% productivity gains across 500+ FTEs at Peru's largest bank.
- Reversed a planned market exit for a leading Latin American gas station chain — benchmarking global service station convenience store profitability to identify an untapped revenue stream and retain 100+ locations.

Growth

- Built a reusable growth framework applied across two insurance engagements in Guatemala and Panama — benchmarking sales channel strategies and sizing geographic expansion opportunities to project 30–50% EBITDA growth.
- Drove insurance policy sales 20% above projections for a Colombian insurer — diagnosing underperforming regions through sales data analysis, designing a call center sales playbook, and aligning branch managers on targets and incentives.
- Deployed a go-to-market playbook for Ecuador's leading home appliances company — training sales teams, aligning stakeholders, and tracking revenue per rep to drive 10% revenue growth.

ADDITIONAL

- **Entrepreneurship:** Founded and scaled Cultivos, an ethical honey and coffee sourcing business, to 2,000 units sold through organic social media and word-of-mouth.
- **Innovation:** Represented Peru twice at Hult Prize Regional competitions in food waste and ecological fuel; won first place at a national innovation competition identifying an underserved market opportunity.
- **Skills:** AI-Native, Metabase, Google Cloud Platform, Cross-functional Team Leadership, Market Research & Competitive Analysis, Data Driven Decision Making, Product Development, Innovation and Strategy
- **Interests:** Chasing new cultures through local food, music and dancing marinera — one country at a time.