

MAX ENRIQUE SEQUEIRA GARZA

eCommerce & AI Systems Agile Leader | MarTech Architecture · CDP/Data Ops · Agentic Workflows | 20+ Years

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PROFESSIONAL SUMMARY

Marketing Technology operator with 20+ years designing, governing, and scaling revenue-generating systems across eCommerce, CDP architecture, and AI-augmented marketing operations — in environments ranging from high-growth B2C marketplaces to enterprise pharma compliance programs. Known for converting ambiguous, fragmented, or stalled initiatives into governed, automation-ready operating models with clear ownership, measurable outcomes, and a deliberate path toward AI maturity. Operates in Agile/Scrum frameworks as a natural default — applying sprint-based prioritization, iterative delivery, and cross-functional stakeholder alignment to accelerate programs that others have struggled to move. Fluent across the full stack: from SQL/Python data pipelines and CDP implementation to agentic workflow design, program governance, and marketplace P&L management. Currently targeting senior roles in Product Management, eCommerce Analytics, or MarTech/AI Operations leadership where systems thinking, technical fluency, and the ability to build for scale are the differentiators that matter.

AI & TECHNICAL DIFFERENTIATORS

Barber Shop AI Agent Squad — Google/Kaggle AI Agents Intensive Capstone | Dec 2025

Designed and deployed a multi-agent system supporting the full client lifecycle for a service business — covering intake, personalization, scheduling, and loyalty reactivation. Built using Agile-iterative methodology as part of Google's 5-Day AI Agents Intensive and selected for the Kaggle competition gallery.

CLIMA — Client-Linked Integration of Meteorological Activity — Twilio Segment DataPalooza | Nov 2023

Built a real-time IoT-to-CDP pipeline using Arduino sensors, AWS IoT, Twilio Segment, and Databricks to trigger contextual store offers based on live weather conditions. Delivered in a sprint-based build cycle, selected for Twilio Segment's official Project Gallery alongside AWS.

AI & Data Certification Stack (2024–2026):

IBM Fundamentos de IA [257 hrs] · IBM Python for Data Science · Google/Kaggle AI Agents Intensive · IBM Data Fundamentals · CDP Institute: CDP Use Case Creation · IBM AI Fundamentals · Oracle OCI Generative AI Professional · The AI Exchange: Prompting for AI Operations

PROFESSIONAL EXPERIENCE

RECENT CONSULTING & CONTRACT PORTFOLIO (2025–2026)

Novartis

Manager, Channel Governance Program (Contract, Remote)

Nov 2025 – May 2026

Engaged to rescue and operationalize a stalled, multi-year Cost Transparency initiative spanning 30 in-market US prescription brands — a PhRMA DTC compliance requirement mandating that TV/video ads direct patients to cost information pages. Applied Agile program management to reframe the initiative from a fragmented, escalation-prone effort into a governed, audit-ready, agentic-AI-ready operating model — delivering in four months what had not moved in years.

- Architected the program's full governance infrastructure using Agile/Scrum delivery principles: gate-based intake-to-launch workflow, RACI-lite ownership model, SOP compendium (10 SOPs spanning naming/versioning, cohort management, escalation, kickoff standards, and backlog governance), and a SharePoint system-of-record with milestone-level data packages and evidence requirements — enabling clean auditability across 60+ brand teams spanning Brand, Market Access, IDS, Studio/Web Ops, Medical/Regulatory/MLR, and Field Ops.
- Designed the program as an agentic-AI-ready operating system: defined AI-extractable signals across four categories (identity, decision, status, evidence linkage) to support future monitoring, reasoning, and assistive execution agents — with a phased maturity roadmap from Phase 1 document-first MVP to Phase 3 Copilot/Power Platform-enabled agent assistance.
- Led OneTrust V3 deployment-readiness documentation across 60 US brand sites, defining standardized business/technical artifacts, GA/PPC measurement-impact guidance, and PowerBI control-center recommendations, contributed Microsoft Copilot Studio workshops and a Citizen Developer agentic AI case study to Novartis' broader AI-first culture program.
- Delivered a compliance-ready, automation-ready governance foundation in a compressed four-month timeline — applying iterative sprint cycles and phased release planning to produce clearer ownership, scalable brand onboarding, stronger evidence discipline, and a structured path to AI maturity for a program stalled for multiple years prior.

Verix.io

Head of MarTech Solutions (Contract, Remote)

Feb 2025 – Aug 2025

Built and operationalized the full MarTech function for a B2B SaaS trust and verification platform (blockchain + GenAI) across two Agile contract engagements — from CRM architecture and outbound pipeline design to AI-accelerated campaign execution, unified cross-platform tracking, and a comprehensive analytics governance framework delivered to leadership.

- Rebuilt HubSpot CRM from the ground up: full semantic optimization of data architecture, canonical taxonomy, lifecycle stage definitions, and a segmentation model (Engagement Score, Persona profiles, Bounce Suppression) enabling a contact pipeline that scaled from 3,385 to 8,028 enriched contacts across a single quarter — with Clay, Apollo, and LinkedIn Sales Navigator as the enrichment and sourcing stack.
- Designed and executed a multi-sprint, persona-geo-targeted campaign program to promote an AI course for 30,000+ contacts across India: built scoring and segmentation frameworks in HubSpot, migrated execution to Customer.io as the primary orchestration layer, implemented DKIM/SPF sending infrastructure, and delivered four campaign waves with 26%+ open rates on warm segments — producing a full Campaign Playbook as a reusable operational asset.
- Architected a unified cross-platform tracking system spanning Customer.io, GA4, Mixpanel, HubSpot, and CleverTap: standardized event schema to a canonical verb_object convention, resolved identity stitching (UTM parsing, identify() sync, session replay), unified PAGE_VIEWED tracking across fragmented per-page events, and delivered Mixpanel reporting scaffolding covering Insights, Funnels, and Attribution.
- Designed an agentic AI-accelerated outbound program (Outbound 2.0) using DoubleO as implementation partner, mapping a full TAG → SEARCH → SETUP → OPTIMIZE workflow with a prompt library for high-volume A/B message testing — projected to 10× lead-list throughput while cutting manual hours, ran a LinkedIn Message Ads pilot (42.8% open rate, \$20 CPC in India segment) validating persona targeting before paid scale-up.
- Scoped a full Crowd.dev self-hosted CDP deployment as a zero-cost Segment alternative: designed a 12-task Docker-based implementation plan across 7 community data integrations, persona-aligned segments, Eagle Eye NLP content monitoring, and a phased roadmap to HubSpot webhook activation — delivering a production-ready deployment blueprint with acceptance criteria.

Farmers Insurance – Contractor via Capgemini

MarTech Specialist (Contractor, Remote)

Mar 2025 – May 2025

Embedded as MarTech Specialist via Capgemini for a high-urgency, enterprise-scale data compliance and activation sprint for Farmers Insurance.

- Introduced Agile project management practices in an environment with no formal PM process, leading the instantiation of Shortcut to structure 20+ concurrent workstreams across Invoca, Segment, Google Ads, GA4, Snowflake, FullStory, and Braze.
- Architected and deployed a real-time suppression pipeline managing 9M+ customer records across Snowflake (dbt incremental models), Meta Ads, and Google Ads — incorporating CCPA/LDU compliance logic for California and automated S3 export batching, directly improving ROAS.
- Designed a comprehensive CDP audit and optimization roadmap for Twilio Segment, covering data source mapping, OneTrust consent integration, MTU cost optimization, identity resolution, and a layered data architecture strategy (Gold/Silver/Bronze) aligned with Snowflake and FiveTran.
- Led attribution governance response to a taxonomy data breakage impacting PowerBI channel reporting — designed a Master Taxonomy ownership model, change-request process, and Snowflake pipeline integrity framework to restore and sustain reporting accuracy.
- Designed full Braze Website Personalization (BWP) architecture for Farmers.com, integrating Segment (CDP), Mixpanel (behavioral funnels), and FullStory (session replay) — including sprint planning, workshop design, and scenario-mapped use cases for quote abandonment and coverage personalization.

Wain.cr | Mexico City, Mexico

Manager, eCommerce Product, Digital Marketing & Systems (Part-time)

Jun 2023 – Present

Serving as de facto Head of eCommerce and MarTech for a specialty wine eCommerce operation in Costa Rica — architecting and operating the full digital product stack across data infrastructure, lifecycle marketing, AI-driven personalization, CRO experimentation, and B2B program development. Running in Agile sprint cycles as a one-person technical and strategic operation.

- Architected a full-stack MarTech and data pipeline — Shopify → Twilio Segment → Google BigQuery (via Fivetran) → Customer.io + GA4 + Amplitude + MixPanel + PostHog — with consent-first identity resolution (Shopify CMP → Segment), canonical event taxonomy, anonymous-to-known stitching, and a single-emitter architecture eliminating tracking duplication across six downstream destinations, resulting in 2024 YOY KPIs of +136% visits, +39% avg session duration, +69% items ordered, +35% orders, and +119% purchaser conversion rate across a visitor base that grew from 8,762 (2022) to 30,086 (2024).
- Designed and executed a multi-channel lifecycle marketing system using Customer.io as orchestration layer: built three cart/checkout abandonment journeys, post-purchase review flows with A/B incentive testing, and a loyalty program relaunch based on RFM segmentation via Omniconvert Reveal — integrated with JustUno gamified onsite engagement and generating CRC 351,337 in directly influenced revenue from a single exit-offer campaign series.
- Led AI-driven catalog and content production at scale: used Python + OpenAI API to enrich 786 product SKUs, architected a VertexAI-based agentic blog content system, designed the PICES Predictive Customer Engagement Score model, and advanced a RAG-based AI Sommelier agent using Ragie.ai (product knowledge base), Customer.io MCP (engagement traits), and BigQuery MCP (transactional profiles) — governed by Open Policy Agent consent-gating and Langfuse observability.
- Designed and launched a three-tier Corporate Gifting B2B program from scratch: full margin analysis (50% on direct imports, 25% on resold), tiered minimums (Recognition ₡420K/12 bottles, Executive ₡450K/6 bottles, Partnership ₡900K/30+ bottles), white-glove service specs, NET30 framework, Tally form integrated via Segment + Google Sheets, and four cornerstone content articles — establishing Wain's first structured B2B revenue vertical.
- Conducted ongoing product roadmapping using Triple Whale (Moby AI agent), Peel (cohort retention), and custom BigQuery dashboards — including RFM basket analysis identifying top SKUs by purchase frequency, product affinity segmentation, and a 12-week Q4 marketing plan across three strategic domains with weekly Agile sprint execution cycles.

1-800-Bakery.com | Winchester, MA, USA

Senior Manager, eCommerce & Digital Marketing (Remote)

Sep 2017 – May 2023

Led the full eCommerce product and digital marketing operation for a multi-channel specialty food brand across B2C, B2B, and Amazon Marketplace — managing platform architecture, data pipelines, campaign strategy, and product roadmapping through a transformational COVID-era growth event and sustained marketplace scaling. Company closure due to owner's passing.

- Directed full-stack eCommerce platform redesign and optimization on Zoey (Magento-based), producing a 94.14% increase in B2C sales and a 264.70% increase in B2B sales — managing a catalog exceeding 15,000 SKUs across B2C, B2B, Amazon Seller Central, Walmart, and eBay channels.
- Achieved a 46.44% Amazon Marketplace revenue CAGR from 2018 to 2022 through a tightly integrated data pipeline connecting Amazon Seller Central, ShipStation, ZohoCRM, and Salesforce Marketing Cloud, drove a 334% overall sales increase during COVID-19 by rapidly scaling digital and marketplace channels while physical competitors went dark.
- Developed a B2B personalization program using Tableau for discovery and Zoey for delivery — a customized Edible Gifting Program that increased average B2B client LTV by 175%, from a \$10K annual benchmark to \$27K per account.
- Built and maintained API-driven integrations using Python, SQL, and JavaScript across eCommerce, CRM, CDP/ESP, and Google Ads platforms, architected ETL processes for real-time onsite personalization and cross-channel lifecycle campaigns — supporting continuous Agile sprint cycles for platform feature and marketing enhancement delivery.

L'Occitane | Costa Rica / Panama / Bolivia

E-Commerce Specialist & Digital Marketing Lead (Remote)

Jan 2014 – May 2016

Managed eCommerce and digital marketing for L'Occitane's luxury brand across three Latin American markets — earning the 2016 L'Occitane Corporate Excellence Award from global HQ in Paris for outstanding performance in personalizing the brand experience across the customer journey.

- Architected and integrated Salesforce Marketing Cloud into the regional CRM/Loyalty ecosystem, enabling seamless data flows across commerce, marketing automation, and analytics — coordinating with HQ to align local Agile sprint cycles with globally defined strategic goals across a 5,000+ SKU catalog.
- Led cross-functional teams to deliver lifecycle marketing programs, performance dashboards (Google Marketing Platform, Meta, GA4, Tableau), and competitive analysis driving measurable improvements in customer retention and conversion across three markets.

MaxWill International Trade Agency | Bangkok · Seoul · Istanbul

Director, ABM & International Marketing Systems

Feb 2012 – Dec 2013

- Built and operated an international ABM and procurement optimization firm — establishing 26 ABM service contracts across seven countries and executing lead generation strategies for clients across automotive, energy, textiles, and electronics sectors using Agile/Kanban methodologies.
- Achieved a 27% reduction in procurement costs for critical raw material Latex-HA through process automation, advanced analytics, and strategic supplier negotiations across Asian and Latin American markets.

Noosphere Digital Agency | San José, Costa Rica

Director, eCommerce Product & Digital Marketing

Apr 2004 – Jan 2012

- Founded and led a digital agency serving GNC, Hugo Boss, 1-800-Bakery, L'Occitane, Midas, and Toyota — delivering eCommerce platform builds, lifecycle marketing programs, and data-driven strategy across an 8-year engagement, collaborated with Lauren Freedman (eTail Group) to produce the first national multichannel consumer survey in Costa Rica.
- Recognized by ExactTarget (Salesforce Marketing Cloud) as winner of the Functional Roadmap Contest for pioneering lifecycle marketing techniques, delivered client work that earned the L'Occitane Corporate Excellence Award and anchored the 1-800-Bakery relationship that followed.

EDUCATION

University of British Columbia | Master of Science, Management Information Systems | 1998–2000

INCAE Business School | Strategic Marketing Planning Certificate Program | 1993

ITESM — Tecnológico de Monterrey | Bachelor of Science, Marketing | 1989–1994

CERTIFICATIONS

- ▶ IBM / Guayerd — Fundamentos de Inteligencia Artificial [257 hrs] | Feb 2026
- ▶ IBM — Python for Data Science | Jan 2026
- ▶ Google / Kaggle — 5-Day AI Agents Intensive Course | Dec 2025
- ▶ IBM — Data Fundamentals | Nov 2025
- ▶ CDP Institute — CDP Use Case Creation | Sep 2025
- ▶ IBM — Artificial Intelligence Fundamentals | Sep 2025
- ▶ Oracle Cloud Infrastructure — Generative AI Certified Professional | Aug 2024
- ▶ The AI Exchange — Prompting for AI Business Operations | Aug 2024
- ▶ LinkedIn Learning — Agile at Work: Planning with Agile User Stories | Aug 2024
- ▶ Project Management Institute — Scrum: Advanced | Jul 2024

COURSEWORK

- ▶ LLM Prompting with Gemini · Reasoning with o1 · RAG to Riches — DeepLearning.AI & WILCO | 2025
- ▶ Modern Data Architectures · Data Governance, Ethics & Quality · SQL · Python · PowerBI — DataCamp | 2023–2025
- ▶ Scrum: Basics & Advanced · Agile User Stories — Project Management Institute | 2024

HONORS & AWARDS

Barber Shop AI Agent Squad — Kaggle / Google AI Agents Intensive | Dec 2025

Multi-agent agentic system supporting full client lifecycle. Selected: Kaggle competition gallery as part of Google's 5-Day AI Agents Intensive.

CLIMA — Client-Linked Integration of Meteorological Activity — Twilio Segment DataPalooza | Nov 2023

Real-time IoT-to-CDP pipeline (Arduino · AWS IoT · Twilio Segment · Databricks) triggering contextual store offers from live weather data. Selected: Twilio Segment's official Project Gallery

Corporate Excellence Award — L'Occitane, Paris | 2016

Awarded by global HQ for outstanding performance in personalizing the L'Occitane brand experience across the customer journey.

Functional Roadmap Contest Winner — ExactTarget (Salesforce Marketing Cloud)

Recognized for pioneering lifecycle marketing techniques setting new global standards for digital marketing practice.

PLATFORMS & TECHNICAL STACK

eCommerce: Shopify · Zoey · Volusion · OSCommerce · Magento · ShipStation · ShipperHQ · Reveel

CRM: HubSpot · Zoho · Salesforce · PipelineDeals · Monday.com

CDP / Data Platforms: Twilio Segment · RudderStack · Freshpaint · Customer.io

Email, SMS & Messaging: Customer.io · Klaviyo · Twilio · MailChimp · ExactTarget / Salesforce Marketing Cloud · SendGrid · StrongMail

Marketing Automation: Zapier · Make · n8n · DoubleO · Zoho One · Salesforce Marketing Cloud

Analytics, CRO & Testing: GA4 · Google Looker Studio · PostHog · HotJar · Lucky Orange · Mixpanel · Amplitude · Heap · FullStory · Optimizely · Omniconvert Reveal · Omniture

BI & Data Science: Google BigQuery · Snowflake · Tableau · Google Looker Studio · PowerBI · DOMO · KNIME · Peel · Triple Whale · Sigma · Hex

AI & Machine Learning: OpenAI GPT API · Google VertexAI · Ragie.ai · Claude · Google Gemini · AWS · Databricks · Edge Impulse · DALL-E · MidJourney · Perplexity

Development & DevOps: Python · SQL · JavaScript · HTML/CSS · Node.js · JSON · GitHub · GitLab · Google Colab · Jupyter · GCP · AWS · Microsoft Azure · Oracle OCI

Databases & Pipelines: Google BigQuery · MySQL · PostgreSQL · MongoDB · dbt · Fivetran · Supermetrics · KNIME · Snowflake

Agentic & MCP: Cursor · Open Policy Agent (OPA) · Langfuse · Ragie.ai · n8n · DoubleO · Claude Desktop

Consent & Compliance: Ketch · OneTrust · Shopify CMP · Microsoft GDPR Assessment · Astra PCI Compliance · Invoca

Marketplaces: Amazon Seller Central · Google Merchant Center · GoDataFeed · JungleScout · Walmart · eBay · MercadoLibre · TikTok Shop

SEM & SEO: Google Ads · Google Performance Max · Meta Advertising · Amazon DSP · SpyFu · Cloudflare · Ubersuggest · InLinks · WordLift

Project Management: Atlassian (Jira · Confluence · Product Discovery · Trello) · Shortcut · Asana · ClickUp · Notion · Slack

Design & Prototyping: Adobe Creative Suite · Canva · Figma · InVision · LucidChart · Mural

IoT: Arduino IDE · AWS IoT · Edge Impulse