

José Luis Cadena

Head of Product | AI-Driven Product Strategy | Fintech & Payments

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PROFILE

Product leader with 13+ years spanning software engineering, product leadership, and founder-led 0→1 execution across fintech, payments, and marketplace platforms. Scaled a school administration platform to a community of ~10,000 active users as Director of Product & Tech at EDYEN, then founded Cellar Technologies to bring that same ownership to earlier-stage ideas — shipping 6 production-ready platforms in under a year. Now seeking to bring founder-level speed and technical fluency to a scaling product organization.

EXPERIENCE

Founder & Product Lead — Cellar Technologies

Sep 2025 – Present

Mexico City, Mexico · Hybrid

- Founded and lead a product studio delivering end-to-end product strategy, design, and technical execution for marketplace, payments, and custom-platform clients, converting early-stage concepts into shippable roadmaps for startups and SMBs.
- Shipped 6 production-ready products in under 12 months — including two AI-native platforms integrating Stripe billing and cloud infrastructure — sustaining a consistent 0→1 delivery velocity across fintech, marketplace, and streaming verticals:
- **TalkAgent** — RAG-powered WhatsApp AI agent that autonomously closes sales via Stripe payment links, eliminating manual order handling for SMB clients.
- **Story Engine** — white-label, multi-tenant streaming platform (Stripe billing, AWS/CloudFront) that onboarded its first branded client ahead of public launch.
- **Also shipped:** XperHost, Mexico Tasting Experience, Wedly, and Stikko — booking, gift-registry, and social-commerce marketplace products.

Director of Product & Tech — EDYEN

Jan 2018 – Sep 2025

Mexico City, Mexico · Hybrid — Head of Technology (part-time, 2018–2020, concurrent with the full-time engineering role below) → promoted to Director of Product & Tech (full-time, 2020–2025)

- Owned end-to-end product strategy for a school administration platform serving a community of ~10,000 active users, scaling the product from early iteration to full institutional deployment across admissions, billing, and daily operations.
- Digitized fee collection for the platform's 10,000-user community, replacing manual, offline payment workflows with an integrated online payments and invoicing system that became institutions' primary billing method.
- Grew from a part-time technical advisory role into a full-time Director leading a cross-functional team of up to 10 engineers, designers, and support specialists, instituting the agile workflows and roadmap-prioritization process the team still runs on.
- Championed the adoption of AI-driven research and iteration practices across the product lifecycle, shortening the feedback loop between user insight and shipped features.
- Negotiated and integrated third-party technology providers, expanding platform scalability while reducing operational costs.

Software Engineer — Segundamano México (Schibsted Group)

Apr 2015 – Jan 2020

Mexico City, Mexico · On-site

- Designed and shipped new features for Segundamano's digital marketplace as part of a team distributed across Spain, the UK, Sweden, and Latin America under Schibsted Group, a leading international media and classifieds conglomerate.
- Engineered Clean Code, continuous integration, and continuous delivery practices that raised release quality and reliability across the team.
- Delivered core functionality for an app recognized as one of Google Play's Best Apps of 2015 for usability and innovation.

EDUCATION

Facultad de Ingeniería, Universidad Nacional Autónoma de México (UNAM)

2007 – 2012

Mechatronics Engineer, Mobile Application Development

CERTIFICATIONS

- Certified ScrumMaster — Scrum Alliance (2017)
- Duolingo English Test — Advanced Proficiency (2014)

CORE SKILLS

Product: Product Strategy, 0→1 Product Development, Product Discovery, Product Roadmapping, AI Product Strategy, Go-to-Market Strategy

Domain: FinTech, Digital Payments (Stripe, Mercado Pago), Online Marketplaces, Platform Scalability

Leadership: Cross-Functional Team Leadership, Stakeholder Management, Agile/Scrum Delivery

LANGUAGES

Spanish (Native) · English (Advanced / Professional Working Proficiency)