

Jules Avila

CPO | COO | TECHNICAL PROGRAM MANAGER

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PROFILE

Senior operator with 20+ years building, scaling, and turning around technology-driven businesses across fintech, payroll, investment platforms, and AI. I take full ownership of a company, not a function. Whether inheriting a team, a license, or a blank page, I make the business sell, the product advance, the team perform, and the numbers move. I combine product intuition, operational rigor, technical fluency, and a founder's bias for execution over process. I have co-founded and run companies from zero, led orgs of 25+ across multiple countries, driven measurable revenue impact, and implemented AI and automation systems that compound over time. I thrive in holding and portfolio environments where accountability is total and judgment matters more than titles.

OPERATING CAPABILITIES

BUSINESS OPERATIONS

P&L Ownership · Company Diagnosis & Turnaround · Operating Model Design · Shared Services Integration · Multi-Entity Portfolio Management · Vendor & Contract Management · Benchmarking & KPI Design

GROWTH & REVENUE

Go-to-Market Execution · Sales Enablement · Customer Acquisition Systems · Conversion Funnel Optimization · Pricing Strategy · Partnership Development · Outbound & Inbound Program Design

PRODUCT & TECHNOLOGY

Product Strategy & Roadmap · Full SDLC · Cloud-Native Architecture · Microservices & APIs · AI Workflow Automation · Systems Integration · Observability (Datadog) · Analytics (Amplitude)

TEAM & TALENT

Team Building from Scratch · Hiring & Recruiting · Leadership of Young Teams · Mentorship & Coaching · Performance Management · Cross-Functional Alignment · Culture & Accountability Design

AI & AUTOMATION

Agentic Systems Design · AI-Native Product Development · Process Automation · Workflow Intelligence · LLM Integration · AI Governance · Regulatory AI Compliance · Pilot-to-Production Delivery

DOMAINS

Fintech & Payments · Payroll & HR Tech · Investment Platforms · SaaS · Healthcare Tech · Managed Services · Real Estate Tech · Multi-Country Operations (LATAM, US, 10+ countries)

OPERATING EXPERIENCE

Cofounder & CEO Operator

05/2026 - Present

[DashOne.ai — Merida, Mexico \(LATAM\)](#)

- Founded and operate a Forward Deployed Engineering boutique serving LATAM mid-market and enterprise clients. Own everything: sales, delivery, hiring, pricing, positioning, and P&L.
- Designed the go-to-market model, service packages (4-12 week fixed-scope engagements), and lead generation system (AI Readiness Assessment at dashone.ai/ai-readiness) from scratch.
- Built and run a multi-agent AI chief of staff system (Dante) managing operations, communications, and content across LinkedIn, Instagram, and WhatsApp with minimal human intervention.
- Operate as a one-person holding across product, engineering, marketing, and client delivery, with contractors engaged per engagement, proving the model before scaling headcount.

Cofounder, Chief Product Officer & Interim CTO

06/2025 - 06/2026

[iLuk AI — Mexico \(Remote\)](#)

- Co-built an AI-native regulatory compliance platform from zero: operating model, product architecture, team structure, and go-to-market, simultaneously.
- Own product, engineering, and business decisions end-to-end. No functional silos: if something needs to happen, I make it happen or I recruit the person who will.
- Specialize in **KYC, KYB, and AML** automation, embedding regulatory compliance directly into AI-native product workflows for financial and regulated industries.
- Mentor and grow a lean cross-functional team with a strong bias toward ownership and delivery over process and meetings.

Senior Technical Program Manager — de facto COO of Programs

07/2023 - 04/2025

03/2023 – 06/2023

500 Global — Silicon Valley (Remote, 10+ countries)

- Operated as the single accountable leader for all technology, systems, and global platform programs across a global investment firm in **10+ countries**. No program moved without my involvement.
- Owned **Systems Operations and Global Platform Support** end-to-end: managed the firm's full operational tooling stack including **Salesforce, HubSpot**, and 10+ integrated platforms across CRM, legal, finance, and communications, ensuring uptime, adoption, and continuous improvement across all regions.
- Led **vendor management** for the entire technology and operations supplier portfolio: evaluation, negotiation, security and compliance assessment, contract execution, and ongoing performance management. Key vendors included Box, DocuSign, Salesforce, HubSpot, and multiple SaaS and security providers.
- Built the operating model, governance, and intake framework for the full program portfolio from scratch, replacing a fragmented, reactive system with a structured, measurable one.
- Delivered an automated investment lifecycle platform integrating CRM, Legal, and Finance, eliminating manual deal workflows and driving **\$600K+ in annual cost savings**.
- Diagnosed and consolidated a bloated tooling stack, cut deployment cycles from monthly to weekly, and introduced OKRs that gave leadership real accountability visibility for the first time.
- Primary liaison to the General Counsel and global Legal leadership: owned eDiscovery, vendor risk assessments, CPRA compliance, GDPR programs, and confidential executive operations.

Senior Technical Program Manager — Payments Platform Operator

10/2021 – 02/2023

Hola Cash — Mexico City (Fintech, Regulated)

- Took ownership of the full payments product portfolio (recurring payments, subscriptions, payment links, fraud dashboard, merchant portal) in a regulated financial environment with hard compliance gates.
- Aligned Engineering, UX, Legal, Risk, Fraud, Compliance, Data, and Finance into a single delivery cadence with shared metrics and clear accountability, replacing siloed execution.
- Drove architecture decisions (SOA, DDD, OpenAPI) that improved scalability and deployment frequency, giving the business the technical foundation to grow without re-platforming.

Technical Program & Product Manager — Platform Operator

03/2020 – 09/2021

RunaHR — Mexico City (Payroll Platform)

- Ran Core Product, SRE, and Internal Tools across **25+ engineers**, owning delivery, hiring decisions, tooling, and operating efficiency simultaneously.
- Cut customer onboarding from 6-8 weeks to 2 weeks (**70% reduction**), directly accelerating revenue by removing the biggest friction point in the sales cycle.
- Consolidated 5 monitoring tools into Datadog (**25% cost reduction**) and introduced Amplitude analytics, replacing gut-feel decisions with conversion-funnel data.
- Optimized delivery cycle time from 2 months to ~1.3 weeks, transforming a slow-moving engineering org into a team that could respond to market feedback in real time.

Tech Lead, Scrum Master & Agile Coach — Investment Platform Rebuild

10/2013 – 03/2020

GBM — Mexico City (Mexico's Largest Brokerage)

- Led a 26-member multidisciplinary team through a full re-architecture and cloud migration of the GBMfondos investment platform, a regulated, customer-facing product with zero tolerance for downtime.
- Drove **KYC, KYB, and AML** compliance automation across onboarding and transaction workflows, embedding regulatory controls into the product rather than bolting them on after.
- Grew active users and assets under management post-migration while recovering NPS, proving that technical transformation and business growth are not mutually exclusive.
- Coached the team through LeSS (Large Scale Scrum), building a delivery culture that could sustain growth beyond my direct involvement.

Full-Stack Developer, IT Manager & Project Lead

2006 – 2013

AVIS Mexico · Softtek · Evolucion a Móvil · GICSA · Smartechnology

Built and shipped scalable web platforms, booking engines, and partner web services. Led distributed engineering teams. Developed the technical depth that underpins 20+ years of hands-on operating judgment.

EDUCATION & CERTIFICATIONS

Master in IT Project Management

Universidad Tecmilenio, Mexico City

2013–2015

Computer Systems Engineer

Computer Systems Engineer

Instituto Tecnológico de Mérida, Mexico
2001–2005

Global Startup Labs Diploma

MIT

Certified ScrumMaster (CSM)

Scrum Alliance

Elements of AI

University of Helsinki

LANGUAGES

Spanish **Native** English **C2 Proficient**