

PEDRO RIVERA TORRES MOIR

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EXPERIENCE

Waffle (*AI product platform | semantic search & conversational AI*) Madrid, Spain
Co-Founder & Head of Product 2021–2025

- Founded and led an AI-driven product platform; defined product strategy, designed UX and onboarding flows in Figma, and managed the data pipeline from store scraping through transformation scripts into MongoDB and S3 — across 5M+ indexed items
- Led go-to-market including AI-generated marketing content (images, video, copy), landing pages, and social media; owned fundraising and all administrative operations
- Made strategic decision to wind down after identifying structural shift in app distribution economics; full technical platform validated and operational

Velkan (*80+ initiatives | 9 industries*) Mexico
Principal — Operations & Transformation 2012–2021

- Entered each portfolio company, diagnosed operational bottlenecks, built the infrastructure to fix it, and handed off to internal teams. Led transformation engagements across 800+ employees and 9 industries including \$40M+ infrastructure programs. Reported directly to CEO and Board.
- **Revenue & commercial:** +18% net operating income, 300% pre-sales growth, 100% occupancy (from 2%), +45% YoY revenue, +36% F&B gross profit, –70% quote turnaround
- **People & operations:** –65% avg payroll time, +15 engagement points, –6% voluntary turnover; IoT fleet telematics (–18% fuel), water-treatment automation (0 hrs unplanned downtime)
- **Technology:** 4 ERP implementations (2 custom-built), 20+ front-line applications deployed, BI dashboards and people analytics across all entities, 99.8% network uptime, –75% data sync time

Abraxas (*venture builder | data science & digital consulting | 150+ professionals*) Mexico City, MX
Co-Founder 2013–2021

- Co-founded a venture builder spanning data science and digital consulting that grew to 150+ professionals; built initial service offerings across bioinformatics, CPG, and food safety (BSL-2 laboratory environments)
- Owned early-stage commercial strategy and delivery architecture; worked directly with government and C-level clients on custom bioinformatics solutions, lab management systems, and microarray analysis pipelines

EDUCATION

University of Colorado at Boulder Boulder, CO
B.S. Electrical & Computer Engineering | Biomedical & Neural Engineering | Minor: 2007–2012
Economics

- President’s Leadership Class Honors Program; Applied Business Certificate (Leeds School of Business)

Stanford University Stanford, CA
Advanced Project Management 2015

ADDITIONAL INFORMATION

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- *AI Fluency:* Semantic search, vector databases, RAG pipelines, recommender systems, conversational agents, LLM APIs (OpenAI, Anthropic); Python, JavaScript, SQL; AWS, Azure, GCP
 - *Operational & No-Code Stack:* ERP (Odoo, Navision), IoT (ThingsBoard, Modbus, Sigfox), HRIS (Workbeat), BI (Power BI), BIM (InfraWorks), PSIM (Genetec), Adobe Creative Cloud, Replit, PowerApps, Bubble, AppSheet, Figma
 - *Languages:* English (native), Spanish (native) | *Citizenship:* United States, Italy (EU), Mexico
 - *Interests:* Piano, reading, tennis, skiing, travel, building side projects