

Marcelo Noriega

Product Manager · AI-Native Product Builder · NYU Tandon & Leslie Founder

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EDUCATION

New York University, Tandon School of Engineering

Sep 2025 - May 2027 | New York, USA

Master of Science in Management of Technology (STEM)

- Relevant coursework: AI Architecture, Data Analytics (Python), Product Management, Technology Strategy.
- Honors: NYU Leslie Founder, awarded to NYU's most promising student entrepreneurs.
- Leadership: Product Education Lead, Emerging Technology Student Association (ETSA).

University of Piura

Mar 2018 - Dec 2022 | Lima, Peru

Bachelor of Science in Business Administration

- Academic Merit Scholar, Student-Athlete (Basketball), 4.0 GPA, Top 5% (5th in class).

Diplomas & Specialization Programs

- MIT xPRO: Design and Development of AI Products (2024)
- EAFIT University: Diploma in Machine Learning (2025)
- Colectivo 23: Specialization Program in Product Management (2024 - 2025)

PROFESSIONAL EXPERIENCE

Instant Care

Sep 2025 - Present | New York, USA

Product Manager

- Lead the pivot from B2C to a B2B platform for in-home health providers, now live with 30+ active users.
- Run 50+ discovery and validation interviews, turning findings into a prioritization matrix and 12-month roadmap.
- Ship 20+ features with engineering and design, iterating through A/B tests and usability tests on task time and pain points.
- Define AI features that build provider profiles for matchmaking and capture session data to improve patient recovery plans.
- Present product roadmap and technical architecture to NYU Entrepreneurship Lab directors and coaches.

NYU Tandon School of Engineering

Sep 2025 - Present | New York, USA

Graduate Teaching Assistant, Capstone Project and VIP Technology Innovation Catalyst

- Coach 20+ capstone teams on user discovery, PRDs and MVP scope for partner company challenges.

Taxfyle (U.S. Fintech)

Mar 2024 - Sep 2025 | Miami, USA (Remote)

Business Process Analyst & Product Operations

- Led the Vendor Management System overhaul, setting SLA criteria and renegotiating contracts for \$350K+ in savings.
- Re-architected processes across Sales, Ops and Accounting, cutting manual data processing 45%.
- Built the business case and finance planning process for an internal invoicing and vendor expense product.
- Authored PRDs and acceptance criteria with engineering and design, then owned QA, bug triage and release validation.
- Built 30+ agentic sales and ops automations with Claude Code, Cursor, n8n and HubSpot, adopted by 4 departments.

Innovation and Entrepreneurship Laboratory, University of Piura

Jan 2024 - Sep 2025 | Lima, Peru

Founder & President

- Built a university innovation hub from zero with 30+ industry mentors, running 25+ workshops and incubating 50+ ventures.

Mosaico Social Laboratory (Consulting & Social Innovation)

May 2022 - Sep 2023 | Lima, Peru

Product Manager

- Led 11+ fintech client projects, turning requirements into roadmaps, specs and API integration plans.
- Delivered 20+ process automations and structured acceleration frameworks for 15+ ventures.

SKILLS & TECHNOLOGIES

- **Product craft:** New product and feature development, product lifecycle, user discovery, roadmapping, PRDs, market sizing, business case modeling, go-to-market, retention strategy.
- **Delivery:** Agile, Lean Startup, issue and bug management, QA and release validation, process architecture, Jira, Linear.
- **AI & technical:** Agentic architectures, Claude Code, Cursor, n8n, Supabase, Lovable, Python, SQL, REST APIs.
- **Analytics:** A/B testing, experimentation, metrics definition, Mixpanel, Tableau, Power BI, HubSpot, GitHub.

HONORS & FELLOWSHIPS

Makers Fellow, NYU Leslie Founder, NYU Social Sector Leadership Diversity Fellow, South American Business Forum Fellow, Generation F Fellow, Patria C Fellow.