Daniel Vásquez

Hands-on Product Leader

Leading product since 2012, from zero-to-one to Fortune 100 scale — now shipping production software with multi-agent teams, and building the operating system they run on.

danielvp1987@gmail.com · linkedin.com/in/danielvasquezparedes · github.com/danybgoode · danielresume.pages.dev · Mexico City

EXPERIENCE

AB InBev 2020 — 2023
Global Principal Product Manager · Largest brewer worldwide

- Built the global rewards ecosystem across Central America, Europe and South Korea.
- Led a 70+ person cross-functional product and engineering organisation.
- Owned a $70M+ portfolio, with campaigns activated at the Super Bowl and The Voice Brasil.

Linio Group 2019 — 2020
Group Product Manager · Mexico City · acquired by Falabella

- Directed post-M&A systems integration through the Falabella acquisition.
- Unified multi-platform infrastructure across the merged organisations.

EARLIER CAREER

Wagento Commerce — Head of Customer Experience & Project Management 2017 — 2019
MagmaLabs — Senior Product Manager 2016 — 2017
CTIN — Team Lead — Bitcoin remittance platform, 5,000+ active users 2012 — 2014
Grupo Bimbo — FinOps Analyst 2010 — 2011
CompuCom · Accenture — Tech Support · Customer Service 2006 — 2010

VENTURES

Golden Frijoles · Miyagi Sánchez 2025 — Present
Founder & Product Lead · Two products in production, built with AI agent teams

- Golden Frijoles: a product-management platform that lets one person and their AI agents decide what to build, ship it safely and prove whether it paid off. 87 initiatives shipped in the open.
- Miyagi Sánchez: a no-commission marketplace for Mexico. Sellers list once and reach buyers through the marketplace, their own website and AI shopping assistants.
- Designed the operating model behind both: agents do the building inside clear limits, and people approve anything that touches money, security or customer data.

Bicimensajero.com 2014 — 2016
Founder · On-demand bike courier service

- Built the product myself, grew the operation to 100+ couriers and led the company to an acquisition.

Pokapok.mx 2016 — 2017
Founder · Corporate wellness platform

Nuuch Tech 2012 — 2015
Founder & Principal Consultant · E-commerce, CRM and agile consulting

EDUCATION

MSc Finance — University of Aberdeen · Scotland 2023
Bachelor's, International Trade and Business — Escuela Bancaria y Comercial · Mexico City