Julian Cely

Product Manager for regulated B2B SaaS, API integrations and workflow automation.

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Mexico (remote, hybrid CDMX, on-site Pachuca)

SUMMARY

I'm a Product Manager and electronic engineer with 15+ years in enterprise technology and 9+ in product. I work where requirements are strict and systems are connected: healthcare credentialing, API integrations, workflow automation and, lately, AI-assisted document processing. I'm at my best turning customer, operational and technical needs into clear scope, then shipping it with Engineering, Design and QA. Since 2019 I also run 2DM, a small consultancy that builds web, e-commerce and serverless projects for small businesses.

KEY ACHIEVEMENTS

Complex Government Tender Win. Designed the integrated voice and data architecture for a 2016 to 2017 Estado Mayor Presidencial tender with Telefonica as prime integrator, closing a portfolio gap through partner selection. Awarded against larger competitors. *(Unify / Atos | Public Sector)*

WORK EXPERIENCE

Product Manager
Jan 2022 to Jun 2026

MedTrainer | Remote

B2B SaaS for U.S. healthcare organizations (credentialing, compliance, provider data, primary source verification)

- Owned roadmap, PRDs, user stories and release plans for regulated SaaS capabilities: credential verification, provider data, document management, workflow automation and data migrations.
- Led the product implementation of the Propelus primary source verification integration, with parallel processing, state-based catalogs, webhooks and exception handling. Average verification time fell from about 10 minutes to about 3, and some DEA checks run in about 10 seconds.
- Prioritized the nine highest-volume U.S. states first. The first scope shipped in about two months, and integrator coverage was reached around month four against an original estimate of about nine.
- Designed success, failure, timeout, retry and fallback paths for automated and manual flows, and modernized legacy verification into task-based experiences with consistent states.
- Defined Board Certification (autosave, timeouts of up to three hours), DEA and controlled-substances verification, and NPDB one-time query and provider-info capabilities.
- Contributed to AI-assisted document extraction with human validation, shifting staff from manual transcription to review and exceptions.
- Tracked adoption of the Professional License, DEA and Controlled Substances automation in Mixpanel to guide the next iterations.

Founder and Product Consultant
Aug 2019 to present

2DM / Tu Digital Marketing | Pachuca de Soto, Mexico

Digital product, web and e-commerce consulting

- Lead projects from loosely defined business needs through scope, prioritization, build, launch, training and iteration, managing several clients at once.
- Build WordPress and WooCommerce stores with Stripe, Mercado Pago and PayPal checkout, including catalogs of up to about 50 products.
- Build serverless solutions on Cloudflare (Pages, Workers, D1, KV, Turnstile) for forms, storage, integrations and automation.
- Implemented Google and Facebook social login and TOTP-based multi-factor authentication for client sites.
- Use AI tools (Claude, ChatGPT, Gemini, Claude Code, Codex) to speed up discovery, requirements, prototypes and implementation, always with human review.

Presales, Product and Marketing Manager
Jan 2015 to Jul 2019

Unify / Atos | Mexico City

- Owned the Mexico lifecycle of an enterprise communications portfolio: launches, NOM certification with external labs, software and hardware updates, and phase-outs. Acted as the voice of Mexican customers and partners toward global product teams in Germany and the U.S.
- Led a team of three presales engineers. Roughly 60% of the time went to presales (technical and commercial proposals, RFI and RFP responses, partner advice, channel training), 30% to product (portfolio lifecycle) and 10% to marketing (events, partner ecosystem, promotional materials).
- Built commercial models and Bills of Materials, first in Excel and later in CPQ: pricing, costs, discounts and margins across manufacturer, distributor, partner and end customer.
- Contributed to the 2016 to 2017 market studies and responses around a CENACE modernization of mission-critical communications, and to a strategic INEA win through a partner.

- Contributed to the evolution of Liverpool's communications solution across 220+ stores, using a centralized OpenScape Voice platform in Mexico City with local high-availability branch systems. Presales, design and proofs of concept.
- Worked with public-sector, banking, telecom and retail customers.

Expert Engineer, IP Voice Solutions and OpenScape portfolio 2013 to 2014
Siemens Enterprise Communications / Unify | Bogota, Colombia

- Integrated voice platforms with carriers using session border controllers, and began delivering technical training in Bogota, Medellin and Mexico City.

Data Support Engineer, then voice and data engineer Oct 2008 to 2013
Siemens Enterprise Communications | Bogota, Colombia

- Modernized network infrastructure across the Andean region, and implemented geo-redundant voice platforms, including a Bancolombia trading-floor deployment across 11 locations.
- Managed enterprise network infrastructure with 1,500+ access points and supported a geo-redundant voice platform for 2,500+ users.

SKILLS

Product strategy and discovery: Product strategy and vision, Discovery and problem framing, Roadmaps and strategic backlog, MVP definition, PRDs, user stories and acceptance criteria, Platform product management, Prioritization by value, risk and effort, Customer workshops and executive presentations

Integrations and technology: REST APIs, Webhooks and asynchronous workflows, Third-party integrations, Data mapping, validation and migrations, Authentication, identity and MFA, Workflow automation and exception handling, SQL, Serverless architecture

Delivery and leadership: Agile and Scrum, Cross-functional leadership, Stakeholder management, Technical-business translation, Vendor evaluation, Launch, rollout and adoption, Root cause analysis and reliability

Commercial and market: RFI/RFP and procurement, Technical-commercial proposals, CPQ, bills of materials, pricing and margin modeling, Go-to-market and channel enablement, Payments, checkout and e-commerce

Data, analytics and AI: Product analytics and KPIs, Operational metrics, AI-enabled products and intelligent document processing, Human-in-the-loop design, Multi-agent workflows and AI governance, AI-assisted prototyping and development

TOOLS AND TECHNOLOGIES

Product and collaboration: Jira, Confluence, Mixpanel, Figma, Miro, Slack, Google Workspace, Excel, Google Sheets

APIs and integrations: REST APIs, SOAP, JSON, Webhooks, Postman, Swagger UI, TOTP authenticators

Web, cloud and data: HTML, CSS, JavaScript, PHP, SQL, MariaDB, WordPress, WooCommerce, Elementor, Bricks, Cloudflare (Pages, Workers, D1, KV, Turnstile), AWS (Lightsail, CloudFront), Google Cloud Platform, GitHub

Payments, commerce and automation: Stripe, Mercado Pago, PayPal, n8n, Google Analytics 4, Google Tag Manager, Salesforce, CRM and email automation

AI: Claude, Claude Code, ChatGPT, Gemini, Codex, OpenCode, Perplexity, DeepSeek

Earlier career, enterprise communications: OpenScape Voice, OpenScape Branch, Unify CPQ, Session border controllers (Acme Packet), Enterasys, Cisco switches and routers, Remedy, HiPath

EDUCATION

Specialization in Industrial Process Automation, Universidad de los Andes 2006 to 2008
Specialization in Mobile Telecommunications, Universidad Distrital Francisco José de Caldas 2006 to 2008
Electronic Engineering (Ingeniero Electronico), Universidad Distrital Francisco José de Caldas 2000 to 2006

PROFESSIONAL DEVELOPMENT AND CERTIFICATIONS

Agentic AI Intensive Program (Harvard Data Science Initiative. In progress, completes Nov 29, 2026); ITIL Foundations; SEO Audits; Online Marketing Fundamentals (2015); Enterasys certification (2009).

LANGUAGES

Spanish (native), English (full professional working proficiency)