

SARAH MENDOZA MEDINA

AI Product Lead · Building AI products at scale for Tier-1 banks and Mexico's largest real estate networks

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Bilingual (Spanish - English) · M.Sc. Applied Artificial Intelligence · Scrum Master Certified

PROFESSIONAL SUMMARY

Product leader with 4+ years owning AI products end-to-end at **Intelimétrica**, where I lead **LUCiA**, a conversational AI agent for real estate live on WhatsApp, and **Yals.mx**, the AVM platform powering **RE/MAX, Clau, Flat, and DD3**. Own the AI valuation pipeline that revalues mortgage portfolios for **HSBC, Santander, Scotiabank, and Citi** across thousands of homes in Mexico. M.Sc. in Applied Artificial Intelligence from Tec de Monterrey; bilingual, with international training at European University (Barcelona) and the University of Economics (Prague). Track record of shipping AI products that touch real users and move real money — not demos, not pilots.

PROFESSIONAL EXPERIENCE

Intelimétrica — Mexico City

Senior Project Manager

Jun 2025 - Present

- Lead the development of **LUCiA**, an AI agent on WhatsApp that values properties, compares listings, evaluates rentals, and surfaces investment opportunities for buyers, brokers, and investors. Own the product end-to-end since planning (Jan 2025): conceptualization, go-to-market, and continuous iteration of growth and engagement strategies based on real user behavior.
- Own **Yals.mx**, the AVM platform powering **RE/MAX, Clau, Flat, DD3** and other top real estate networks in Mexico — driving roadmap, enhancement, and partner success motion.
- Lead the enterprise AI valuation pipeline that revalues mortgage portfolios for **HSBC, Santander, Scotiabank, and Citi** — end-to-end: property valuation via AVM models, bank-specific insurance-coverage logic, and physical mail dispatch of revised policy letters across thousands of homes nationwide.
- Manage a cross-functional team of **8 (2 front-end engineers, 2 back-end engineers, 3 data scientists, 1 data engineer)** across multiple parallel workstreams in real estate, banking, and insurance.
- Develop and present technical and commercial proposals to senior client stakeholders — solution design, effort estimation, and cost analysis.
- Influence senior decision-makers, aligning product direction with strategic OKRs and business outcomes.

Product Manager

Oct 2021 - Jun 2025

- Translated business needs into AI and data analytics products for enterprise clients across **real estate, banking, and insurance**.
- Owned backlog prioritization, user-story writing, and stakeholder management for multiple parallel initiatives.
- Led multidisciplinary teams (engineering, data, design) through iterative releases, tracking progress, risks, and dependencies.
- Led data analysis and product validation efforts, ensuring alignment between client requirements and technical delivery.

Deloitte — Mexico City

Transfer Pricing Consultant

Jul 2019 - Feb 2021

- Led economic analysis for cross-border tax compliance and intercompany pricing strategies for multinational corporations across diverse sectors.
- Managed client relationships directly and collaborated in cross-functional project environments.

Independent Project with Congresswoman Soraya Pérez

Policy Analyst

Apr 2019 – Jun 2019

- Designed the **Inclusive Development Index** for Mexican states, applying World Economic Forum methodology to quantify economic inclusion across federal entities.

National Federation of Economists — Mexico City

Secretary of Consulting and Projects

Jan 2018 – Dec 2019

- Led the Consulting and Projects Secretariat. Produced weekly reports on key economic indicators and national/international news.
- Oversaw the organization and execution of high-level economic events and forums.

Tax Administration Service (SAT) — Foreign Trade — Mexico City

Foreign Trade Analyst

Jun 2017 – Jun 2019

- Monitored national collection goals and supported data analysis for NAFTA trade negotiations.

EDUCATION

M.Sc. Applied Artificial Intelligence — Tecnológico de Monterrey

2022 – 2025

B.A. Economics — Tecnológico de Monterrey

2012 – 2016

Certificate in Finance — European University Business School, Barcelona

2016

Trade Relations Program — University of Economics, Prague

2015

CERTIFICATIONS

- **AWS Academy Graduate — Machine Learning Foundations** · Amazon Web Services · 2024
- **Generative AI in Action** · IBM · 2024
- **Certificate of High Specialty: Artificial Intelligence & Machine Learning** · Tec de Monterrey · 2024
- **Certificate of High Specialty: Data Science** · Tec de Monterrey · 2024
- **Certificate of High Specialty: IoT and Sensor Networks** · Tec de Monterrey · 2024
- **Certificate of High Specialty: Data Visualization** · Tec de Monterrey · 2024
- **Data Analysis with Python** · IBM · 2023
- **Scrum Master Certified (SMC)** · SCRUMstudy · 2022

SKILLS & STACK

Product & Delivery: AI product strategy, 0→1 and 1→N launches, roadmap & OKRs, agile/Scrum, stakeholder management, B2B enterprise & B2C.

AI & Data: Machine learning, generative AI & LLM agents, AVM/valuation models, data science workflows, Python for analysis, AWS ML stack.

Domain Expertise: Real estate / PropTech, retail & corporate banking, insurance, economics & public policy.

Languages: Spanish (Native), English (Bilingual).