

# Mauricio SIALER

Head of Product & Digital Commerce | P&L Owner | Marketplaces • E-Commerce • Fintech • Subscriptions  
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## ABOUT

P&L owner of a \$150M+ GMV B2B platform with 10+ years scaling 0-to-1 digital platforms across FMCG, marketplace technology, and financial services in LATAM and Europe. Led cross-functional teams of 17, drove BEES Peru to #1 in adoption at AB InBev's global network, and launched BNPL, subscription, and loyalty products that scaled customer profitability, growing managed EBITDA by 40%, from \$3M to \$4.2M.

Cross-industry platform operator: B2B digital trade, marketplace economics, retail banking profitability, and subscription commerce. Hands-on operator of generative AI, LLMs, and agentic frameworks. IESE MBA. Trilingual: English (bilingual), Spanish (native), and Portuguese (B2).

P&L Management | B2B Marketplaces | Fintech | Subscription Commerce | Digital Transformation | Cross-Functional Leadership

## PROFESSIONAL EXPERIENCE

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|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| <b>2024–Present</b> | <b>AB INBEV – ANHEUSER-BUSCH INBEV (Backus in Peru)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>PERU</b>             |
|                     | <b>Head of Online Strategy — BEES B2B Platform</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                         |
|                     | Leads BEES app (\$150M+ GMV), reports to Growth VP (Management Committee), and manages a cross-functional org of 17                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                         |
|                     | <ul style="list-style-type: none"><li>• Scaled BEES Peru to #1 worldwide in ABI, driving revenue behaviors +15pp, SKU per customer +3pp, and volume +2.6pp</li><li>• Redesigned pricing architecture to capture latent demand, increasing margin contribution +6pp and purchase frequency +2pp</li><li>• Deployed anti-fraud and deduplication, unlocking 20K weekly visits while cutting yearly OPEX by \$150K</li><li>• Launched premium loyalty tier, accelerating points acquisition +11pp and challenge completion +65pp vs. non-premium</li><li>• Grew Rewards EBITDA from \$3M to \$4.2M by scaling redeemers +10pp and average redemption ticket +19pp</li></ul> |                         |
| <b>2021–2024</b>    | <b>AMAZON</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>LATAM &amp; EU</b>   |
|                     | <b>Senior Product Manager — Third-Party (3P) Marketplace &amp; Transportation</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                         |
|                     | Directed seller/carrier-focused product strategies in LatAm & EU, leading multiple product-specific cross-functional teams                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                         |
|                     | <ul style="list-style-type: none"><li>• Scaled AI-enabled seller onboarding and assistance solutions, increasing successful seller business launches +21%</li><li>• Launched Buy Now Pay Later (BNPL), boosting seller sales +16% with 40% retaining BNPL usage after 90 days</li><li>• Overhauled post-checkout customer journey, increasing first-attempt delivery success +14.3pp (72% to 86.3%)</li></ul>                                                                                                                                                                                                                                                            |                         |
| <b>2020–2021</b>    | <b>BBVA — BANCO BILBAO VIZCAYA ARGENTARIA</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>PERU</b>             |
|                     | <b>Senior Finance Manager — Performance Management &amp; Profitability</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                         |
|                     | Led profitability and planning for product portfolio, channels, and segments at Peru's 2nd largest bank (40th globally)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                         |
|                     | <ul style="list-style-type: none"><li>• Developed contract-level cost-allocation engine enabling customer-level P&amp;Ls to drive pricing and product strategy</li><li>• Overhauled investment due diligence with scenario-based approach, yielding average net benefit of \$250K per project</li></ul>                                                                                                                                                                                                                                                                                                                                                                  |                         |
| <b>2015–2018</b>    | <b>CINEPLANET (an Intercorp company)</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>CHILE &amp; PERU</b> |
|                     | <b>Head of Innovation &amp; Development   Management Committee Member</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                         |
|                     | Led Digital Transformation and Customer Experience at leading South American exhibitor (Peru's largest), managing a team of 9                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                         |
|                     | <ul style="list-style-type: none"><li>• Launched new e-commerce platform, increasing digital sales +18pp and driving \$18M in incremental online revenue</li><li>• Deployed in-store self-service digital kiosks with integrated payment processing, accelerating digital sales +11pp</li><li>• Pioneered cinema subscription with recurring billing, boosting customer profitability (LTV) +65% within 12 months</li></ul>                                                                                                                                                                                                                                              |                         |
| <b>2012–2014</b>    | <b>TDC — TALLER DE DISEÑO CONSTRUCTIVO</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>PERU</b>             |
|                     | <b>Co-Founder &amp; Managing Partner</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                         |
|                     | Founded and scaled a real estate development firm to \$1.9M revenue, 40+ customers, and a team of 17 prior to partner buy-out                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                         |

## EDUCATION

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|--------------------------------------------------------|--------------|
| <b>IESE BUSINESS SCHOOL</b>                            | <b>SPAIN</b> |
| Full-time Master of Business Administration (MBA)      |              |
| <b>PONTIFICIA UNIVERSIDAD CATOLICA DEL PERU (PUCP)</b> | <b>PERU</b>  |
| Bachelor's Degree in Architecture                      |              |

## LANGUAGES

English: Bilingual (Professional & Native fluency)      Spanish: Native      Portuguese: Proficient (B2 – Business capable)

## EXECUTIVE EDUCATION & HONORS

- Harvard Business School — Achieving Breakthrough Service (Frances Frei)
- Tuck School of Business — Developing Breakthrough Innovations with the Three Box Solution (Vijay Govindarajan)
- Reforge — Product Growth Series
- Beta Gamma Sigma — Honor society for top 20% Business School graduates