DAMIAN SANDLER

Montevideo, Uruguay | +598 99 275 387 | damian@sandler.com.uy | linkedin.com/in/damiansandler

SUMMARY

Fintech product leader with 15+ years of experience in technology and 8+ years in product management. Built and led product teams, scaled cross-border payments and lending platforms, launched new markets, and created new revenue streams across LATAM and the US. Former IoT startup founder with an Electronics Engineering background and an MBA.

EXPERIENCE

2025–PRESENT **SUKUPAY — CROSS-BORDER REMITTANCES** Miami, FL · Remote

Head of Product

- **Scaled Guatemala remittances 12.8× YoY in TPV** and 6.5× in monthly active senders, while doubling TPV per active sender.
- **Built the product team from scratch**, hiring a Product Manager and UX/UI Designer.
- Led the launch of **US-to-Colombia remittances**, reaching a 62% repeat rate and growing average ticket from $46 to ~$160 within five months.
- Expanded Guatemala remittances from one banking partner to **nationwide bank coverage**, driving 79% growth in active senders in the launch month at ~35% lower CAC than paid acquisition; generated TPV ~5× incentive spend within two months.
- Led the product integration with **one of Mexico's largest banks**, defining the payment experience, pricing, and fee structure.
- Co-designed an **AI-native product development framework** using agents and human-in-the-loop governance from discovery through deployment.
- Built an **AI-powered lifecycle marketing platform** with LLM-based segmentation and automated WhatsApp campaigns; increased reactivation of users inactive 60+ days from 2.9% to 5.6%.
- Built automated transfer reminders using **n8n**; ~10% of reminders were followed by a new transfer within 24 hours.

2022–2025 **MARCO — FINANCING AND BUSINESS BANKING** Miami, FL · Remote

Head of Product

- **Led product strategy and vision**, reporting to the CEO; joined as first Product Manager and built a team of PMs, designers, and data analysts.
- Transformed a financing application MVP into a **multi-product financial platform** covering lending, multicurrency accounts, cross-border payments, FX, debit cards, and legal services; reached 500 MAU and supported SMB customers funding **$1B+ in trade finance**.
- Co-launched three **0→1 verticals** (Banking, Accounting, Compliance), generating new revenue streams and reaching **$50K MRR from zero within one year**.
- Defined product strategy that helped support a **$12M Series A**; helped recruit senior leaders, including the Head of Engineering.
- Established squads, analytics, operating practices, and PM coaching; launched a new revolving credit line and onboarded its first customers.

EXPERIENCE (CONTINUED)

2020–2022 **DLOCAL (NASDAQ: DLO) — GLOBAL PAYMENTS** Uruguay · Remote
Product Manager — Merchant Experience; Payments Optimization & BI

- Led migration of **1,000+ merchants** to a redesigned dashboard, saving ~20 team-hours daily across internal operations.
- Launched self-service SMB onboarding, **reducing onboarding time from weeks to minutes**; 100+ customers onboarded in the first month.
- Led network tokenization across four payment APIs, **increasing authorization rates by 15%+** for a major customer in Brazil.
- Partnered with acquirers and banks across LATAM to optimize card payments, achieving **5–20% conversion uplifts** for selected merchants, BINs, and card segments.
- Shipped financial reporting, payment links, batch payouts, and authentication features; implemented Amplitude for product analytics.

2018–2020 **BIXLABS — WEB AND MOBILE DEVELOPMENT** Uruguay
Product Manager

- Led **10+ web and mobile products** for international customers, collaborating with distributed teams across discovery, delivery, and launch.
- Partnered with startup founders on discovery, Design Sprints, and Lean Startup experiments to test product-market fit.

EARLIER EXPERIENCE

2014–2015 **MICROPAGOS (ACQUIRED BY INSWITCH)** Montevideo, Uruguay
Business Development Manager
Led product and revenue strategy for a new LATAM payment gateway; helped increase profit by >30%.

2013–2015 **INSWITCH** Montevideo, Uruguay
Sales Engineer
Managed global telecom accounts and helped win mobile money tenders valued up to $10M.

2011–2013 **SMARTWAY** Montevideo, Uruguay
Co-Founder, Sales & Engineering
Co-built telematics products, acquired 10+ early customers, and signed three strategic partnerships.

2009–2011 **BQN** Montevideo, Uruguay
Embedded Systems Engineer
Co-developed RFID livestock-traceability technology deployed in 5+ LATAM countries.

EDUCATION

2018 **PRODUCT SCHOOL** Santa Monica, CA
Software Product Management Program

2017 **NORTHWESTERN UNIVERSITY — KELLOGG SCHOOL OF MANAGEMENT** Evanston, IL
MBA Exchange Student

2016–2017 **TEL AVIV UNIVERSITY — COLLER SCHOOL OF MANAGEMENT** Tel Aviv, Israel
MBA, Entrepreneurship & Innovation

2005–2010 **UNIVERSIDAD ORT URUGUAY** Montevideo, Uruguay
BSc, Electronics Engineering

ADDITIONAL DATA

Expertise: Product strategy · Team leadership · 0→1 launches · Growth & retention · Payments · Lending · AI & automation

Languages: Spanish (native), English (fluent)