

WINSTON DIAZ

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PROFESSIONAL SUMMARY

Senior product manager and product leader with 13+ years across product and localization, applying machine learning to real products since well before it was mainstream. Experience spans training custom translation models on Microsoft Translator Hub, Google AutoML Translation (early-beta user), and today's LLM-based automation. Built and operated a continuously-retrained pipeline of 20+ translation models at Alarm.com, then an internationalization pipeline at Okcoin that handled 80% of content across 100+ markets, raised engagement 37%, and reached BLEU scores above 80. Scaled localized products across 40+ countries leading multicultural, globally distributed teams. Currently hands-on with agentic orchestration and applied agentic LLMs with computer vision in robotics.

PROFESSIONAL SKILLS

- **Leadership & Strategy:** Cross-functional Leadership, People Management, Stakeholder Management, Global Team Management, Strategic Vision, Organizational Change, Budgeting
- **Product Management:** Product Strategy, Product Roadmapping, Prioritization (RICE), Product Lifecycle Management, A/B Testing, Market Research, Data Analysis, Agile & Scrum, Jira, Confluence, Tableau
- **Technical Expertise:** API integrations, LLM fine-tuning, Agentic AI, Claude Code, MCP, RAG, Vector Databases, Prompt Engineering, AutoML, GPT Models, Llama, Python, SQL, Javascript, Lovable, Replit, n8n, Supabase, AI Product Management
- **International & Communication:** Localization (L10N), Internationalization (I18N), Fluent in English and Spanish, Limited working proficiency in French and German

PROFESSIONAL EXPERIENCE

HANDYBOTS

Feb 2023 - Present

AI Product Management Consultant

- Delivered AI and automation solutions for 20+ small-business and nonprofit clients, shipping 20+ chatbots, AI agents, and custom applications into production.
- Built and deployed conversational AI agents and custom applications (vibecoding with Claude Code, Google AI Studio, Lovable, Replit), including:
 - * A UI-testing tool for a compliance-software company covering 70–90% of test cases, cutting a QA cycle from a week to a day and reducing QA-contractor spend.
 - * A document-processing agent for a tax-filing office that autonomously filed and chased client documents to completion, cutting admin time by 40 hours/week.
 - * A scheduling and support voice agent for a video studio that saved 15–20 hours/week and took availability from 8 hours a day to 24/7.
- Automated manual client workflows using LLMs, custom GPTs, and API integrations (n8n, Supabase), typically cutting manual processing time by 40–70% on targeted processes.
- Delivered AI team training and change-management support, plus data dashboards and KPI frameworks that gave clients measurable visibility into operations.

OKCOIN INC.

Jan 2022 - May 2023

Senior Product Manager, Internationalization (promoted from Internationalization Program Manager)

Remote

- Built an AutoML, Lokalise, and Python automation pipeline that automated 80% of every content-pipeline step across 100+ countries, raising user engagement 37% and translated-content satisfaction 25%.
- Replaced an expensive, disconnected legacy TMS by pitching the OKX CEO and leadership on the new system, then rolled it out to 700+ people company-wide with a customized workflow per team, catching ~400 i18n issues a month before deploy and saving 600–1,400 engineering, QA, and compliance hours monthly.
- Led the strategic development and fine-tuning of the company's first machine translation language models, with consistent BLEU scores of over 80 points, setting the groundwork for releases without delays in 20 languages.
- Served as interim lead, training 15+ newly hired members of the globalization team on project management, Agile best practices and Jira standards, ensuring high efficiency and cohesion.

ALARM.COM HOLDINGS, INC.

May 2013 - Jan 2022

Manager, Internationalization & Localization Engineering (promoted from Localization Associate)

McLean, VA

- Built and led Alarm.com's localization function for 8+ years, a critical enabler of the company's international expansion from 2 countries to 40+, growing international subscribers to 1.3M and international revenue to \$33M.
- Fine-tuned AutoML language models for 17 locales and integrated them into the release workflow, cutting time to market for new markets 75% (from 12+ months to 3) and delivering near-real-time translations alongside U.S. English releases, boosting satisfaction, engagement, and retention in 80% of markets.
- Led launches of all translated web and mobile clients in 17 languages, enabling market expansion and multimillion-dollar B2B agreements across Europe, Latin America, and beyond, including the Securitas partnership's European launch.
- Collaborated with international leadership, legal, finance, product, and quality engineering teams to define market-expansion priorities, creating a data-driven roadmap that streamlined decision-making and accelerated entry into new regions.

LIBERTY LANGUAGE SERVICES

Apr 2011 - Apr 2013

Director of Operations

Vienna, VA

- Increased gross revenue from \$120K/year to over \$900K/year by providing white-glove treatment to the company's biggest clients.
- Cut operating costs by \$10K per month through focused outsourcing and development of competitive contractor compensation strategies.
- Led the company's re-branding initiative, including changing the business name, logo, design system, and full website redesign, leading to a significant increase in brand awareness in Northern VA.
- Decreased the percentage of unfilled/declined service requests from 20% to 2% per month by launching aggressive recruitment, on-boarding and training strategies.
- Developed key training and materials for contractors, reducing time spent on issue resolution and error rate by 70%.

EDUCATION & CERTIFICATIONS

Escuela de Negocios Europea de Barcelona

Master of Business Administration + Big Data & Business Intelligence, July 2026

Universidad del Valle

B.Sc., Systems Engineering

Colombia

CERTIFICATION

- Designing and Building AI Products and Services: Massachusetts Institute of Technology xPRO, 2024
- Artificial Intelligence Product Certification: Product School, 2024
- Private Equity Certificate Program: Wharton Online / Wall Street Prep, 2023
- Specialization in Innovation and Project Management: Escuela de Negocios Europea de Barcelona, 2026