CRISTÓBAL GARRIDO OLIVARES

IT Project Manager | Digital & Process Transformation | Salesforce CRM | Applied AI

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EXECUTIVE SUMMARY

Industrial Engineer with four years delivering digital transformation projects on Salesforce CRM in higher education and consumer finance. I connect business processes, technology and customer experience: process redesign, RFPs and vendor management, cost analysis, digital payments and automation with Python and AI, through matrix leadership.

PROFESSIONAL EXPERIENCE

PONTIFICIA UNIVERSIDAD CATÓLICA DE CHILE Aug. 2024 – present

IT Project Manager, Continuing Education | One of Latin America's leading universities

- Lead the renewal of Continuing Education's digital channel for marketing, admissions and payments (about 2,000 programs), integrated with Salesforce, with Admissions, Marketing, Finance, IT and vendors.
- Designed Continuing Education's process map (11 macro-processes) and lead the mapping of its 44 business workflows: the foundation for the RFP, business rules and data model.
- Structured requirements and the RFP, took part in vendor evaluation and selection, and coordinate two technology vendors, tracking milestones and reporting to the steering committee.
- Prepare cost analyses (CAPEX and OPEX), design payment flows and lead the international payments pilot.
- Plan the redirects of 14,000 URLs and automated catalog data-quality checks with Python and AI.

EMPRESAS LA POLAR S.A. Nov. 2022 – Aug. 2024

Salesforce Systems Analyst | IT Division, Chilean retailer and consumer credit provider

- Took over SoftToken when my manager moved roles (in-app transaction authentication replacing SMS one-time passwords): designed the flow and integrations, managed two vendors, led QA and delivered it to production.
- After the project manager and deputy manager left, ran the Salesforce projects reporting to IT senior management, with two teams of about 8 people (Experience and Service Cloud): digital card onboarding and the customer portal.
- Found and fixed a password-recovery failure affecting about 10,000 customers.
- Launched and led the first phase of the card core-system migration after the merger with ABCDin (now ABC).

TESUMA | Co-founder, Business Development 2021 – 2022

UNIVERSIDAD ARTURO PRAT | University Lecturer in Engineering 2022 – 2023

EDUCATION & LANGUAGES

Industrial Engineer (Ingeniero Civil Industrial), Universidad de Santiago de Chile

MSc in Physics, RUDN University, Moscow (taught in Russian)

Salesforce Certified Associate (2025)

Languages: Spanish (native), English and Russian (professional).

INTERNATIONAL LEADERSHIP

Speaker Relations, South American Space Generation Workshop (SGAC, 2026), Certificate of Honour.

President, Chilean Students Association in Russia (2018 – 2020).

SKILLS

IT project management, digital transformation, business process reengineering (BPMN), requirements and RFPs, vendor and stakeholder management, cost analysis (CAPEX/OPEX), Agile and Scrum, Salesforce (Experience and Service Cloud), integrations and APIs, digital payments, website migration and SEO, Python, SQL, Jira, Confluence.

Applied AI: I design, direct and validate solutions built with AI agents (Python automations, API integrations and a live website of my own), with human review.