

KEVIN ESTUPIÑÁN

Mexico City | +52 55 9170 5911 | estupinankevin@gmail.com | linkedin.com/in/kevinesm | kevonomics.com.mx

PROFESSIONAL SUMMARY

Economist and data scientist with 7+ years driving growth, analytics, and AI strategy across fintech, telecom, and automotive sectors. Founder of **Saipiens**, an agentic AI middleware platform. Proven track record building ML models, conversational AI systems, and scalable data workflows. Fluent in Python, R, SQL, LangChain, and the Anthropic/OpenAI APIs.

EXPERIENCE

Saipiens *Founder & AI Agent Developer*

Jan 2025 – Present

- Building an agentic AI middleware layer connecting enterprise systems (ERPs, CRMs, databases) through autonomous AI agents.
- Enabling non-technical teams to orchestrate complex workflows without code.
- Developed AI-powered procurement agent "Esteban" for Tier 1/Tier 2 automotive manufacturing suppliers.
- Architected multi-agent orchestration using LangChain and tool-calling APIs to connect SAP, Salesforce, and custom CRMs.
- Designed agent memory, tool-use, and planning loops (ReAct pattern) for stateful task execution across enterprise workflows.
- Integrated Anthropic Claude API and OpenAI function-calling; built MCP-compatible connectors and REST adapters.

Kommo *Head of Partnerships Mexico*

Nov 2025 – Present

- Building a scalable AI-native partner ecosystem for Kommo's WhatsApp CRM platform across Mexico and LATAM.
- Engineered a partner scoring model to identify, rank, and onboard high-leverage agency and affiliate partners.
- Applied econometric analysis to forecast channel revenue, model partnership ROI, and structure incentive programs.
- Drove GTM strategy for real estate, retail, and hospitality verticals with AI-first positioning.

Kavak.com *Growth & Planning Lead*

Nov 2024 – Feb 2026

- Owned end-to-end marketing budget allocation, financial forecasting, scenario modeling, and investment planning.
- Applied Marketing Mix Modeling (MMM) and Multi-Touch Attribution (MTA) to measure ROI across digital and offline channels.
- Automated outbound calling system using conversational AI to recover lost sales appointments at scale.
- Reduced appointment drop-off rates through automated re-engagement; integrated voice agent with CRM for real-time pipeline updates.
- Acted as Key Account Manager for Mercado Libre, structuring joint campaigns and driving measurable incremental sales.

Totalplay *Senior Manager Analytics*

Mar 2023 – May 2024

- Led analytics strategy across financial products, customer insights, and performance for a 20M+ subscriber telecom.
- Built and deployed a conversational AI chatbot in production, reducing average service resolution time by 30%.
- Trained an intent classification model on historical ticket data, handling 40%+ of inbound volume without human escalation.
- Developed K-means clustering segmentation model, improving customer retention by +10% and reducing churn by 15%.
- Implemented ML-based credit profiling for personalized offer targeting and risk-based decisioning.

Uniclick by Unifin *Business Strategy Specialist*

May 2021 – Mar 2023

- Developed data-driven strategies using SQL, R, and Python, increasing revenue by 10% through process optimization.
- Improved operational efficiency by 25% via streamlined data workflows and automated reporting.

CTC / Personal Brands Group *Financial & BI Analyst*

May 2018 – Dec 2020

- Conducted financial analytics for SME credit portfolios, reducing credit risk by 15% through rigorous financial modeling (CTC).
- Built SQL, Qlik, and R analytics dashboards driving a 12% increase in profitability (Personal Brands Group).

EDUCATION

Universidad Anáhuac México Norte

M.Sc. Information Technology & Analytical Intelligence

Specialization: AI, Machine Learning, Big Data, Business Intelligence, and Cloud Computing.

Universidad Anáhuac México Norte

B.Sc. Economics

Thesis: Econometric analysis of international oil prices and the Mexican export mix using R and Stata.

Johan Cruyff Institute Mexico

International Master in Business & Soccer Administration

TECHNICAL SKILLS

- | | |
|---|--|
| ■ Python, R, SQL | ■ K-Means Clustering & Customer Segmentation |
| ■ LangChain & Agentic AI (ReAct, MCP) | ■ Financial Modeling & Econometrics |
| ■ Anthropic Claude API & OpenAI API | ■ RAG, Fine-tuning & Prompt Engineering |
| ■ Conversational AI / NLP / Intent Classification | ■ Git & Cloud Computing |
| ■ Marketing Mix Modeling (MMM) & MTA | ■ Stata, Qlik & BI Dashboards |

LANGUAGES & INTERESTS

Languages: Spanish (native) · English (fluent) · Portuguese (fluent)

Interests: Predictive modeling for football · Computer vision for sports analytics · Minimalist/high-tech branding · International travel

PROJECTS & MEDIA

Byte & Brew Podcast — Creator and host of a daily briefing podcast on tech, curiosity, and productivity.

Substack / Kevonomics — Articles bridging economics with digitalization: economic trends and blockchain analysis.

Y Combinator Startup School — Selected applicant. Elevator pitch presenter at Talent Land Mexico.