

# JOSÉ RODRIGO SALTÓ SÁENZ

**Regional CX & Marketing Leader | LATAM | MBA | Omnichannel Journeys & Digital Transformation | Insurance & Financial Services** | Monterrey, Nuevo León | +52 55 1705 2953 | [jrodrigo.ssaenz@gmail.com](mailto:jrodrigo.ssaenz@gmail.com)  
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## EXECUTIVE PROFILE

**Regional Customer Experience & Marketing leader** turning complex insurance and financial products into profitable, human-centric journeys across LATAM.

I design AI-enhanced, omnichannel architectures that fix broken touchpoints and drive real business impact—focusing on P&L, customer activation, retention, and trust, rather than vanity metrics.

Backed by an MBA and 15+ years driving digital transformation, I have delivered 1,000+ campaigns and scaled CX ecosystems for global brands like Chubb, Uber, Cartoon Network, and Kimberly-Clark. As a trilingual leader (English, Spanish, Portuguese), I align Product, Sales, Marketing, and Operations to eliminate friction from first contact to claim, orchestrating end-to-end digital experiences that elevate the customer lifecycle and scale revenue.

## PROFESSIONAL EXPERIENCE

○ **CHUBB INSURANCE** | Monterrey / Hybrid  
**Customer Experience Regional Lead** | Ago 2022 – Present

I lead the strategy and end-to-end design of conversational experiences (WhatsApp/Web/Contact Center), aligning Product, Operations, Marketing and Data Science to improve retention and operational efficiency in LATAM and the US.

- **Automation results:** Implemented a conversational self-service model with intent governance, human handoff, QA and retraining, **increasing containment (deflection) and reducing operational load of the human team**, enabling the reassignment of agents to cases of greater complexity in regional operation.

- **Acceleration of delivery and campaigns:** Redesigned the collaboration between Data Science and Marketing, eliminating bottlenecks and **reducing iteration time 27%-35%**, increasing the speed of implementation of improvements and campaigns.

- **Conversion Focused Journey & Onboarding:** Restructured critical stages of onboarding based on behavioral insight and friction analysis, **resulting in a 20% reduction in drop-off** at key points in the flow.

- **Regional scaling and adoption:** Led cross-cutting initiatives for Brazil, Ecuador, Honduras and the US, **ensuring 60% adoption in the first 3 months** after new feature deployments.

○ **KONKÁ NEUROBRANDING** | Mexico City  
**Content Director & Head of Strategy** | Sep 2018 – Ago 2022

I led a multidisciplinary team (Design, Copy, BI) managing the digital and content strategy for a portfolio of Enterprise clients.

- **Sales Growth (Evenflo):** Developed the annual strategy for Evenflo LATAM (Kimberly Clark), achieving a direct increase in sales of **37%** through digital positioning.

- **Virality and Scale (WWF):** Exceeded annual KPIs in just 2 weeks for the World Wildlife Fund, reaching **55 million interactions** (vs. *4M forecast*) through a campaign based on *data-driven storytelling*.

- **Key Account Management:** Directly responsible for the relationship and results for clients such as Uber, BBVA, American Express and GBM.

○ **CARTOON NETWORK (Turner Broadcasting) | Mexico City**  
**Creative Innovation Manager & Producer | Jun 2013 – Sep 2018**

Responsible for digital innovation and content production for the leading children's entertainment brand.

- **Audience Growth:** Led *cross-platform* strategies that resulted in a sustained monthly *rating* growth of **13%**.
- **Product Revitalization:** Redesigned the "Cartoon Cinema" block, achieving a **23%** audience increase through a bolder content approach.
- **Strategic Releases:** Directed the creative for the finals of key franchises ("Adventure Time", "Regular Show"), increasing *viewership* by **36%**.

○ **GENOMMA LAB INTERNATIONAL | Mexico City**  
**Creative Manager | May 2011 – Nov 2013**

I supervised the production and post-production of more than 50 TV commercials and massive campaigns, basing creative decisions on market research and competitor analysis for: Suerox and XL-3, Next, among others.

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## CORE COMPETENCIES & TECHNICAL EXPERTISE

**Digital Transformation & Change Management.** Executive Stakeholder Management. **Agile & Cross-Functional Leadership.** Generative AI & LLM Strategy. **Conversational Design & NLP.** Product Roadmap & UX Strategy. **Data-Driven Decision Making.** Omnichannel Journey Mapping. **High-Impact Storytelling.**

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## EDUCATION

- **Master of Business Administration (MBA) | UNITEC, México (2019)**
  - **Bachelor of Communication | Universidad Anáhuac México Norte (2011)**
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## CERTIFICATIONS AND TECHNOLOGY

- **Generative AI and Digital Disruption in Business | EGADE Business School (2024)**
  - **New Business Marketing | UNITEC (2017)**
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## LANGUAGES

- **Spanish:** Native
  - **English:** Advanced (IELTS 7.5) – *Executive negotiation skills.*
  - **Portuguese:** Advanced – *Business experience in Brazil.*
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## KEY ENDORSEMENTS

\* **Moisés Sáenz Fernández.**

President COSTCO Mexico.

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\* **Dr. José Ángel Prado García.**

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