Santiago Sanchez-Woodworth

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AI Strategy leader who identifies where AI creates measurable value, designs the strategy and implements it end to end. Built NEWAVE's AI operating system, scaling from $0K to $20K MRR with 60% of repetitive work automated, after leading digital transformation at noCRM.io across North America and LATAM.

RELEVANT EXPERIENCE

NEWAVE **Remote**

AI Strategy & Implementation *Sep 2025 – Present*

AI upskilling and talent development company.

- Led the AI strategy and implementation behind NEWAVE's launch, including systems for sales, onboarding and acquisition, scaling from $0K to $20K MRR and achieving 446 members in six months.
- Directed an operational diagnostic across marketing, sales, support and operations, prioritizing 8 AI use cases based on projected revenue impact, effort and adoption potential to build a 6-month implementation roadmap.
- Deployed AI agents across the sales and member journey, including WhatsApp and email agents for lead qualification, follow-up and support, automating 60% of repetitive work without adding headcount.
- Designed and launched an acquisition engine including an interactive qualification landing page, automated lead scoring and one-click Slack approvals, achieving up to 16.5x ROAS on Meta and Google Ads.
- Built the full AI stack using Cursor, Claude Code, OpenAI & Anthropic APIs and Google Apps Script, integrating lead capture, CRM, payments and admissions into a single automated pipeline.
- Introduced a value tracking model with automated dashboards on GTM, GA4 and Clarity, measuring AI agent performance, lead flow and revenue impact to guide scale-or-cut decisions.
- Delivered end-to-end AI & Automation projects for 5 external clients, from diagnostic to deployment.

noCRM.io | Acquired by Positive **Paris, France**

Head of Growth & AI Automation *Oct 2023 – Aug 2025*

- Led a transformation portfolio of 6 AI & Automation initiatives across North America and LATAM, from lead qualification and onboarding to renewals and promotions, generating 36% YoY expansion revenue.
- Built a remote operating model on n8n, Zapier and Make, saving 10+ hours/week so one person could cover both regions.
- Introduced a metrics and value tracking model with lifecycle dashboards to detect churn and expansion signals early, generating $180K+ in upsells.
- Scaled webinar and workshop programs across both regions with automated follow-up, lifting engagement by 40%.
- Launched usage-triggered activation campaigns, achieving a 28% increase in feature adoption.

Customer Success Manager, Onboarding & Retention - North America & LATAM *Nov 2022 – Oct 2023*

- Redesigned onboarding into a self-serve platform demo with step-by-step guidance, reducing onboarding time by 35%.
- Designed a usage-based success model with live calls, tiered check-ins and automated emails, increasing retention by 23%.
- Managed a $700K ARR portfolio, sustaining 92% renewal by flagging churn risk early.
- Built automated activation workflows for new accounts, accelerating time to value after onboarding.
- Partnered with the product team to turn customer feedback into product priorities, raising NPS by 12 points.

Topsort **Stanford, CA**

Account Manager *Aug 2021 – Oct 2022*

- Activated retail media for 10+ LATAM marketplace clients, including Glovo, JOKR, Sodimac and DoorDash, lifting usage by 30%.
- Secured $200K+ ARR in renewals by tying campaign performance to each client's revenue goals.
- Translated client needs into user stories for product and engineering, shaping features that drove adoption.
- Partnered with client marketing teams to launch and optimize sponsored ads campaigns from onboarding to scale.

EDUCATION

B.A. in International Business Administration Universidad Iberoamericana | Mexico City ***2018***

Advanced Business Management Course Australian Pacific College | Sydney, Australia ***2020***

Building with the Claude API Anthropic ***APR 2026***

TECHNICAL SKILLS & TOOLS

Technical Skills & Tools: AI & Agents: Cursor, Claude Code, OpenAI & Anthropic APIs, WhatsApp API, Slack · Automation: n8n, Make, Zapier, Google Apps Script, Webhooks · Data & Ads: GTM, GA4, Meta Ads, Google Ads, HubSpot, Microsoft Clarity

Languages: English (fluent), Spanish (native)