

# Claudia Villegas Servín

Strategy & Ops / Data & AI / Product & Marketing Analytics

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[LinkedIn](#) • Sunnyvale, CA

Operations and systems leader with 15+ years of experience building and scaling complex workflows across technology and service organizations. Former CEO with full ownership of operational performance, resource allocation, and delivery. Experienced in turning fragmented processes into structured, scalable systems, partnering closely with engineering and cross-functional teams to ensure execution at scale. Comfortable operating across levels, from defining priorities with leadership to driving implementation with technical and operational teams. Bilingual (English/Spanish).

## Career Experience

**Foodstream Network-** Tech Startup-, NYC , US (Remote)

**Data & Business Intelligence | AI Systems & Workflow Automation-** March 2025 - present

Hired to lead data and business intelligence, with scope expanding to build the operational systems supporting FoodStream's core platforms: Donations (food rescue operations), Network (community platform), and Learn (education programs).

- **Operational systems & workflow design:** Built the underlying operational infrastructure connecting product, growth, and delivery, transforming fragmented processes into structured, scalable workflows across multiple programs and stakeholders
- **Planning, KPIs & performance visibility:** Defined KPI frameworks, data models, and reporting systems to create real-time visibility into operational performance, enabling faster decision-making and prioritization
- **Cross-functional execution:** Acted as the central point of coordination across engineering, CRM/automation, content, and community teams; set priorities, managed task flows, tracked deployments, and ensured alignment between business needs and technical execution.
- **Data-informed decision systems:** Integrated data sources (GA4, Meta, UTMs, platform activity) into unified reporting that connected acquisition, engagement, and downstream operational outcomes
- **AI-driven operations & automation:** Designed and implemented AI-enabled workflows, including Slack-based reporting, automated tracking systems, onboarding flows, and CRM-driven communication, reducing manual overhead and improving consistency at scale

**Lunave Digital,** Mexico City, Mexico

**Chief Executive Officer,** March 2022 – July 2023

Took over leadership of a ~40-person agency, inheriting operational debt while maintaining active client delivery; led a full operational reset without disrupting revenue

- **Operational restructuring & efficiency:** Redesigned agency-wide processes, service model, and cost structure, reducing fixed expenses by 30% within six months while stabilizing operations
- **P&L ownership:** Held full accountability for revenue, margins, and resource allocation, optimizing profitability across delivery, staffing, and partnerships
- **Org design & capability building:** Implemented OKR frameworks tied to company strategy and built internal programs to strengthen management capabilities, accountability, and execution across team leads and contributors
- **Resource allocation & operating model:** Established a structured allocation model balancing core delivery and innovation (80/20), improving focus and long-term scalability
- **Partnerships & resiliency:** Built strategic alliances to expand capabilities and improve cost efficiency, strengthening the agency's ability to operate and compete in a changing market.

**Independent Consultant**, September 2023 - October 2024 (Remote)

**Lunave Digital / Media.Monks / FoodStream Network | US & LATAM**

Worked independently across creative, media, technology, and mission-driven projects, leading **data strategy, research, social measurement and analytics measurement**, for organizations in the US, Latin America, and Australia.

- **Media.Monks / Paramount+ & Pluto TV (LATAM):** Managed data operations and reporting for paid and owned media across Latin American markets, improving campaign tracking, audience segmentation, and performance visibility across social and digital channels.
- **Lunave Digital:** Conducted audience research, segmentation and social listening initiatives to inform creative strategy, audience insights, and campaign effectiveness, translating findings into clear guidance for creative and media teams.
- **FoodStream Network:** Partnered with founders on the strategic relaunch of the platform, leading early discovery, business and data strategy, and low-code prototype development. Supported partnerships and grants, including collaboration with **People Tech Revolution (Australia)** on a VR education initiative leveraging technology for social impact.

**Lunave Digital**, Mexico City, Mexico

**Business Intelligence Director**, October 2013 – March 2022

- **Social measurement & analytics leadership:** Led strategic planning, data analytics, and research across paid and organic social programs, defining measurement frameworks, OKRS / KPIs, and performance reporting to support brand growth, content health, and audience engagement.
- **Advanced analytics, APIs & automation:** Built analytics pipelines using R and API-based data extraction from social platforms and listening tools, enabling scalable data collection, normalization, and analysis across markets and channels.
- **Dashboarding, listening & insight delivery:** Led innovation roadmaps for CRM, social listening (including Sprinklr, Socialbakers, and Brandwatch ), data visualization, and analytics solutions, delivering centralized dashboards and executive-ready reporting for social and digital performance.
- **Paid social & performance insights:** Directed paid social planning and measurement, integrating campaign performance, audience segmentation, and content-level insights to inform optimization, testing, and strategic decision-making.
- **Client delivery & stakeholder influence:** Managed delivery of data-driven analytics initiatives for global and regional clients including Apple Music ES, Toyota, 3M, Mars, Diageo, Samsung, and public-sector organizations, translating complex analyses into clear, actionable insights for senior stakeholders.

## Additional Experience

**Digital Marketing Consultant** , Trama Marketing, 2020- 2021

**Social Media Director** , Clarus Digital, 2011- 2013

**Social Media Manager**, Lunave Digital, 2009-2011

## Education

**Bachelor's Degree, IT Management with Specialization in Business Intelligence – ITESM CCM**

Tecnológico de Monterrey – Monterrey, Mexico

## Certifications & Leadership

**Women in Leadership**, Wizeline (2022)

**Google Rare Delegate** - Leadership Accelerator by Google, 2021

**Internet of Things & Entrepreneurship Bootcamp** - Massachusetts Institute of Technology, 2017

**Data Science Specialization** - John Hopkins & Coursera Course Certificates, 2015

## Teaching & Thought Leadership

**Mentor – Business Intelligence & Data Analytics**, *Collective Academy* (2022): Designed and taught a 6-week course on data strategy, KPIs/OKRs, and visualization.

**Course Tutor – MITx Big Data & IoT Programs**, *Ilumno* (2018–2019): Guided students through applied analytics and innovation modules for Latin America.

**Speaker & Mentor**: Ongoing mentorship and talks on data, innovation, and leadership across US and LATAM programs. - Featured in *11F International Day of Women and Girls in Science (PUDH-UNAM, 2025* – in Spanish), presenting on the role of women in data and artificial intelligence as part of the UNAM Human Rights Program’s academic series. [Watch on YouTube](#)

## Core Competencies

Customer Data Platform Strategy · Product Roadmap & Lifecycle Ownership · Key Stakeholder Management · People Development & Capability Building · Audience Segmentation & Targeting · AI/ML Product Enablement · Marketing Data Architecture · KPI & OKR Frameworks · Automation & CRM Systems · API-Based Data Pipelines (R, SQL) · Cross-Functional Team Leadership · Data Governance & Privacy · Social Listening (Sprinklr, Brandwatch) · GA4 · Meta Ads · Executive Stakeholder Communication · P&L Ownership · Bilingual EN/ES