

CRISTÓBAL MATTE

ABSTRACT

Business Administrator and Strategic Innovation Manager.

Passionate about innovation and entrepreneurship. Digital designer by hobby and amateur developer. Very Interested in digital business creating value added through design.

Specialization:

Strategic Innovation
Digital marketing
Startups
Data analysis
Gamification
UI
UX



+56 9 3705 7563
+56 9 3127 7687



cristobal@matteway.com



Santiago,
Chile



15-09-1987

WORK EXPERIENCE

Product Owner / **AIRKEEP**

Remote

2018 Mar - current
airkeep.me

- Co-founder Airkeep (Travel/collaborative startup).
- Focused in prioritize features, coordinate resources and maintain the product backlog.
- Analysis and interpretation of results through the data collected seeking continuous improvements in KPIs.
- Development and implementation of strategies through Lean Startup, Agile and Design Thinking methodologies for the growth of the company in the 7 countries where it is present.

Volunteer / **FRENCH ALLIANCE OF DOMINICA**

Roseau, Dominica

2017 May - 2018 Mar
afdominique.com

- Worked as a volunteer for the French Alliance of Dominica.
- Developed events and trainings programs/sessions on entrepreneurship with a focus on digital opportunities, for both students and adults.

Digital Marketing Manager / **KICK**

Remote

2016 Jun - current
kick.cl

- Co-founder of KICK, a PR & Digital Marketing Boutique Agency.
- Developed digital marketing strategies, paid media campaigns (Google Adwords, Facebook Ads) and website solutions.
- Worked for more than 3 years with main client Viajes El Corte Inglés (amongst Top 10 spanish companies) with active Search and Display campaigns in Chile, Peru, Ecuador and Uruguay.

Project Manager / **CORFO**

Santiago, Chile

2015 Oct - 2017 Apr
corfo.cl

- Evaluated and selected startup applications for different subsidy programs in the Early Financing of Entrepreneurship in CORFO, the National Agency of Development of Chile.
- Developed marketing campaigns working with PR and Marketing agencies.
- Led, as Product Owner, the development of collaborative platform for +4000 startups beneficiaries with public funds.

Junior Paid Media Executive / **DIGITAL KEY**

Santiago, Chile

2014 Sep - 2015 Abr
digitalkey.cl

- Built campaigns to the best standards across all major Social, Search and Display platforms.
- Day-to-day running, included optimisation and reporting on all campaigns.
- Worked towards achieving clients' goals and KPI's.

Project Manager / **CEA FEN UCHILE**

Santiago, Chile

2013 Jan - 2014 Aug
cea.fen.uchile.cl

- Managed 4 programs: school management, linking with enterprises, teacher's training and vocational guidance.
- Led the development of a book with 150 micro-business cases about Entrepreneurship, Administration and Accounting to be used for teaching at school and University modules.

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ACADEMIC TRAINING

MSc Strategic Innovation Management SUSSEX UNIVERSITY

Brighton, UK
2018 - 2019
sussex.ac.uk

Master of Science in Strategic Innovation Management.

Bachelor of Science in Business Administration UNIVERSIDAD DE CHILE

Santiago, Chile
2008 - 2013
uchile.cl

Bachelor's degree of Science in Business Administration.

Architecture UNIVERSIDAD DE CHILE

Santiago, Chile
2006 - 2007
uchile.cl

Three semesters in the Architecture & Urbanism faculty.

HIGHLIGHT ACTIVITIES

- 2020
UCHILE.CL Lecturer in 'Innovation & digital business for the sustainable development' Module at the Faculty of Economics and Business, University of Chile.
- 2019
SINC.CO.UK Second runner's up place in the Startup Sussex Competition, University of Sussex (Airkeep).
- 2018
CONICYT.CL CONICYT Digital Tranformation scholarship (Chilean government) awarded to study a MSc degree in Sussex University, UK.
- 2017 - 2018
UDD.CL Professor in University Summer Incubator Program, University of Development.
- 2017
CORFO.CL Funded by Seed Capital from Corfo with USD 40,000 to improve and scale travel startup Airkeep.
- 2016
CEFE.MK GET YES CEFE Macedonia scholarship funded by Erasmus+ to enhance the transfer of Innovation Methodologies for young entrepreneurs.
- 2015 - 2019
GOOGLE.COM Google Adwords + Analytics Qualified Individual (Certification renewed from June 2018 to June 2019).
- 2014
UCHILE.CL Professor in Graduate's Program about new tools for teaching using Business Cases Methodology in the Faculty of Economics and Business, University of Chile.
- 2013
CIC.COM Certified in Methodology of Business Cases Study, Technological University of Monterrey.

SKILLS

ENGLISH	★★★★★★	GOOGLE ANALYTICS	★★★★★★
FRENCH	★★☆☆☆☆	GOOGLE ADWORDS	★★★★★★
MICROSOFT OFFICE	★★★★★★	GOOGLE TAG MANAGER	★★★★★★
ADOBE PHOTOSHOP	★★★★★★	WORDPRESS	★★★★★★
ADOBE ILLUSTRATOR	★★★★★★	STATA	★★★★☆☆
ADOBE AFTER EFFECTS	★★★★☆☆	GEPHI	★★★★★★
ADOBE INDESIGN	★★★☆☆☆		