

Eddy Rodriguez

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Head of Products | Payments & Blockchain | Partnerships

With over 17 years of experience in digital strategy, innovation, and emerging tech, I have led impactful initiatives resulting in the successful launch of OpenBank US, exceeding deposit growth targets in just 4 months. I have also spearheaded cross-border payment strategies and integrated real-time payment solutions, driving significant advancements in the industry.

WORK EXPERIENCE

Santander Bank, N.A. • Miami • 12/2019 – Present

Digital Strategy & Innovation Lead • Full-time

Led critical aspects of OpenBank US launch and international payment initiatives while driving product innovation and strategic partnerships. Directed complex cross-functional projects impacting consumer banking, payments infrastructure, and international banking services.

- Directed a cross-functional C-Suite team for the OpenBank US launch, generating \$2B in deposits by February 2025, surpassing Q1 targets by 200% through effective financial services strategies and executive reporting.
- Developed innovative digital products that enhanced core banking processes, driving a 25% increase in regulatory compliance within 10 months through strategic ideation and user feedback integration.
- Led the creation of a user-centric partnership framework, facilitating collaboration between Santander, Apple, and Zinia for a POS Lending solution in Germany, significantly enhancing market presence in Spain within 6 months.
- Drove strategic expansion opportunities by enhancing cross-border payment infrastructure, resulting in a 30% reduction in remittance delivery time within 6 months through effective collaboration with external stakeholders.
- Pioneered stablecoin strategy foundation for Santander Commercial's upcoming initiative (Q4 2025 launch), focusing on transaction settlement optimization
- Enhanced the value proposition of External Domestic Payments and Mobile Check Deposits workflows, achieving a 30% increase in user satisfaction and fraud detection efficiency within 6 months through targeted process improvements.

Boring Brew • 01/2022 – 01/2023

Founder & CEO (Acquired)

- Spearheaded the GTM strategy for a Web3-native coffee brand, enhancing user engagement through an innovative NFT burn-and-claim mechanism, resulting in multiple B2B partnerships within 6 months.

- Engineered dual revenue stream model combining DTC sales with B2B partnerships, featuring digital asset integration and exclusive event experiences
- Built strategic partnerships through Web3 conference presence and community engagement, driving organic growth and brand loyalty
- Designed and implemented 3D-compatible NFTs for metaverse platforms (Decentraland, OnCyber), differentiating from competitors
- Drove the go-to-market strategy for a fast-growing startup, leading negotiations that resulted in a successful acquisition by Metavesco, Inc. within 3 months.

Santander Bank, N.A. • 03/2014 - 01/2019

Strategic Product Manager • Full-time

Led digital transformation initiatives across Consumer, Business Banking, Commercial Banking and Auto-Finance divisions, driving engagement and seamless client experience delivery. Managed portions of a \$5B global technology budget while collaborating with executive teams to advance business infrastructure through data-driven decision making and digital innovation

- Directed teams in collaboration with affiliates to create a robust payment infrastructure strategy, resulting in a significant boost in user engagement within 6 months through effective communication integration.
- Drove strategic alliances by leading cross-functional teams to implement Agile methodologies, aligning product lifecycle enhancements with business objectives within 6 months.
- Enhanced customer experience by developing a comprehensive vision and strategy for superuser engagement, achieving a 30% increase in user satisfaction within 6 months through targeted financial products enhancements.
- Drove strategic integrations with first-wave Fintech partners, achieving projected incremental profit of \$35M by aligning financial targets with market needs within 12 months.
- Championed enterprise-wide Public Cloud migration strategy, delivering unprecedented operational efficiencies and strategic enhancements.
- Executed a robust technology strategy for Channel Evolution, enhancing product experience across branch networks and call center technologies, which significantly improved customer engagement and satisfaction within 6 months.

IT Command Center Team Manager

- Led a cross-functional team to enhance the issue management process by integrating ITIL best practices, achieving a 30% reduction in resolution time within 6 months through targeted training and process mapping.
- Automated operational processes, driving a 30% improvement in customer satisfaction within 6 months by iterating on user feedback and enhancing communication with stakeholders.
- Enhanced client management strategies, resulting in a 30% increase in client satisfaction within 6 months by implementing targeted feedback mechanisms.

Operations Control Manager

- Drove data-driven decision-making across cross-functional teams, enhancing stakeholder satisfaction, reducing reconciliation processing time by 80% within 6 months through targeted analysis of user feedback and service lifecycles.
- Led a change management initiative that streamlined operations across the Deposit Account Services team, achieving a 30% increase in processing speed within 6 months through effective team management.

Geoban SA • Greater Boston Area • 01/2012 – 03/2014

Sr. Business Analyst

- Negotiated with key stakeholders to enhance product features, resulting in a new product launch that improved operational processes within 6 months.

Vertices Corporation • Ft. Lauderdale, FL • 06/2008 – 07/2009

Founder & CEO

- Drove business growth by enhancing e-commerce solutions through strategic B2B partnerships, resulting in a 30% increase in customer satisfaction within 6 months by integrating targeted feedback.

Banco Santander • Caracas Area, Venezuela • 09/2005 – 03/2008

Product Manager

- Developed a strategic roadmap for the Titanium Credit Card launch, achieving 5% market penetration within 10 months by aligning marketing strategies with key business objectives.
- Led project management efforts that successfully implemented statistical models, enhancing Santander Bank's management control systems and supporting ISO certification, resulting in a 20% increase in market share within 12 months.

Teklink • Venezuela • 03/2003 – 09/2005

Process Engineer

- Led the design of a streamlined production process for telephone booths, optimizing pipeline management and achieving a 20% increase in efficiency within 6 months through targeted performance evaluation.

EDUCATION

Master of Business Administration – MBA in Business Analytics/ Entrepreneurship

Babson F.W. Olin Graduate School of Business • 01/2014 – 01/2017

Bachelor in Engineering in Industrial Engineer

UCAB – Universidad Católica Andrés Bello • 01/1999 – 01/2005