

Diego Cantú

Lead Product Manager

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SUMMARY

13 years in product management, helping clients find the signal through the noise and solve the actual problem in front of them. Sometimes that's rapid, AI-driven product development drawn from my own startup experience. Other times it's helping enterprises define their AI strategy: what to build, how to adopt AI across existing products, how to rethink their offerings for the AI era, and how to restructure teams and ways of working to get there.

PROFESSIONAL EXPERIENCE

Lead Product Manager

Jun 2025 – Present

Hitachi, Mexico City

- Leading API strategy for a bank's integrations team, automating integration documentation and creating API docs and agent skills built for AI-enabled engineering teams to accelerate integrations.
- Designed an AI initiative prioritization framework for a private-equity-backed education company, tying technical feasibility to business impact across its SaaS products: \$12M+ in potential ARR and cost savings across 30+ initiatives.
- Led a 10-week AI transformation for a private-equity-backed IT SaaS company, redesigning its platform around agentic workflows, from AI copilot concepts to a working prototype.
- Led product growth strategy for a financial services client's consumer credit products.
- Authored internal guidance now used to standardize how teams design AI agents and agentic experiences.

Co-Founder & CEO

Jun 2024 – Jun 2025

Subzy, Mexico City

- Co-founded and led product for Subzy, a mobile-first platform combining payment processing, scheduling, client management, and analytics for healthcare providers, cutting the administrative work wellness professionals do outside client sessions.

Career Break

Jun 2023 – Jun 2024

Sabbatical to compete in Brazilian Jiu-Jitsu at the national level.

Chief Product Officer

Jan 2021 – May 2023

Head of Product

Dec 2018 – Jan 2021

TrueHome / Loft México (Series A startup, acquired by Loft Brazil), Mexico City

- Led the team that reimaged buying and selling a home in Mexico, blending white-glove, just-in-time service with digital products: a marketplace with full cost transparency and a WhatsApp experience that kept clients informed at every step.
- Defined product and technology vision and strategy with company leadership, and built a data-driven culture across product and engineering.
- Led a cross-functional team of 80+ to build and launch the platform, scaling usage while maintaining a 70 NPS score.
- Led product and technology discussions through the Series A round and the acquisition by Loft Brazil.
- Rolled out machine learning models for property recommendations, lowering customer acquisition costs.

Product Lead

Jan 2017 – Jun 2018

23 Design (now Frog), Mexico City

- Developed and implemented product strategy for leading Mexican fintech and consumer startups.
- Worked across the Mexico City and San Francisco startup and venture ecosystems.

Founder

Sep 2013 – Jan 2017

Sellpad, Mexico City

- Founded a restaurant point-of-sale and ordering platform letting diners view menus, order, pay, and rate service from their phone or tablet, with a management system for inventory and service tracking that made service 3x faster.
- Led pre-seed and seed fundraising negotiations.
- Selected for the 500 Startups and Start-Up Chile accelerator programs.

SKILLS

AI Product Strategy & Operations: agentic frameworks, AI workflows, rapid prototyping, MVP development

Strategy & Planning: problem definition, business cases, pricing strategy, roadmapping, OKRs

Research & Design: market and user research, personas, journey mapping, product design

Execution: requirements documentation, Agile/Scrum, data-driven analytics

Industry Knowledge: Generative AI & agentic products, proptech, healthcare SaaS, B2B SaaS, marketplaces

EDUCATION

Master's, Business Administration — Universidad Mondragón, Querétaro

2014 – 2016

Bachelor's, Graphic and Multimedia Design — Universidad Mondragón, Querétaro

2009 – 2012