

# SANTIAGO FORERO VEGA

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Product and operations leader, eight years turning strategy into shipped product across banking, insurance, food and beverage, and agriculture. MS in Design Science, Michigan Engineering. Designs and builds AI-enabled information systems end to end, from diagnosis through deployment and adoption; two currently in daily production use. Bilingual English/Spanish.

## MAIN SYSTEMS BUILT

**Escociaos** In production since 2025 · React, Next.js, Supabase, Claude Code, Vercel

Information system running a 15,000-tree orchard, a 60-head dairy, and a 200-head cattle operation across 50 hectares.

Structured data, live proactive dashboards, and an agent that answers complex cross-entity questions in plain language. Telegram for field capture because connectivity is intermittent; desktop for reporting. Five users. MVP in weeks, full rollout in four months.

**15 hrs/week returned** (measured before vs. after) · **>\$10k/yr in input savings** from spray and fertilizer calibration · external agronomist dependency removed

**360xRunning** In production · Client engagement

Two agents for a running coach agency. One builds complex training plans and upsells junior coaches; one pressure-tests plans against 15+ conditional rules the coaches had only ever held in their heads. Rules extracted through interviews and past-plan analysis. Technical solution scaled down deliberately to Claude Cowork on a Google Sheets backend to match what two non-technical users could operate.

**Complex plans from 1 hr to 15 min** · partial to full training rule compliance · weekly use by both coaches

## EXPERIENCE

**Escocia Hass** — Avocado, Dairy & Cattle Operations · Operations Lead

2018 – Present

*San Francisco, Colombia*

- Direct a 50-hectare, 15,000-tree operation plus dairy and cattle entities. Quarterly operating plans, weekly execution reviews, budget and workforce.
- **20% budget efficiency vs. plan in 2025** and **15% workforce efficiency improvement**.
- Built Escociaos to improve management without adding headcount, then ran the four-month rollout with a one-month transition overlap.
- Ran a multi-year yield analysis on a Supabase/SQL dataset with a known collection gap and a mid-series measurement change. Isolated a real per-cycle decline from the instrumentation artifact and made the operating call on incomplete data.

**think SID** · Founder

Nov 2024 – Mar 2026

*New York, NY*

- Built an AI planner for sustainable farming. Farmers engaged with the output and would not pay for it, so the business moved from selling the product to selling the expertise.
- Advised three agtech companies on product strategy; all three integrated recommendations into their roadmaps. Delivered the 360xRunning agent engagement as client work.
- Built the **PMR (Product Market Risk) framework** from research into why agtech startups fail at higher rates. Most founders come from technical rather than farming backgrounds, and that dissonance produces three failure modes: flawed customer discovery, a product design gap, and business model irrelevance.
- Published a product-strategy framework on product-market-fit gaps. Audience from ~300 to 2,000+ and 150K impressions in seven months on a systematized publishing operation.
- Closed the practice on its own evidence: the founders who needed the diagnosis most could not afford to act on it.

**Quantis** (a BCG company) · Strategy & Operations Consultant

Apr 2024 – May 2025

*Boston, MA*

- **Built the reporting and triage system** that surfaced at-risk and unprofitable projects to managers early enough to intervene. **~15% estimated positive revenue impact**, as a standing mechanism rather than a one-off analysis.
- **Shipped a self-serve AI enablement course** teaching prompt and context engineering inside consultants' daily workflows. **Reached 50% of the branch** and outperformed the institutional training on participant feedback, with no live instruction required.
- Supported the Managing Director on 2025 strategy: ran internal engagements and analysis with branch managers and designed the workshops that produced a prioritized action plan.

**Quantis** (a BCG company) · Project Manager, Food & Beverage

Mar 2023 – Jan 2024

Boston, MA

- Managed a **five-account, \$2M portfolio**; delivered **85% of projects at or above profitability target**.
- **Authored the frameworks and templates that became the PM practice standard** at US and global level. Reusable structures that reduced scope creep and made accountability legible across teams that did not report to me.
- Structured and wrote **15 client proposals**; **~60% closed, generating ~\$200K** across three existing accounts and one new one.

**Grupo Bolívar** (Banking, Insurance, Construction) · Innovation Unit

May 2018 – Jul 2021

Bogotá, Colombia · Senior Project Manager (Jan 2020 – Jul 2021) · Project Manager (Aug 2019 – Jan 2020) · Business Designer (May 2018 – Aug 2019)

- Ran the prototyping program that converted corporate strategy into marketable products across three industries: **20+ prototypes delivered to C-level, 5 launched with 100,000+ reported users**.
- Led three team leads and their teams of four product design interns each, 15 people total. Coached them in design thinking, lean experimentation, and business design. ~10 prototypes per semester at **90% on-time delivery**.
- **Doubled team productivity in 2021 while cutting budget spend 50% YoY** by restructuring how work was scoped and triaged, not by adding headcount.
- Liaison between the innovation unit and C-level stakeholders across three business lines, translating feasibility and user evidence into go/no-go decisions. Incubated one insurtech and two fintech products through technical requirements; secured development approval for two and ran a live market pilot for one.

**Agritecture** — Urban Agriculture Consultancy · Product Designer

May 2022 – Aug 2022

New York, NY

- Ran generative research with urban farming entrepreneurs and equipment suppliers, then redesigned Agritecture Designer around the findings. **Cut customer design timelines from over a year to roughly 12 weeks**. All redesigned wireframes shipped.
- Delivered the MVP and the product strategy roadmap for the relaunch, including the studies that tested the critical value-proposition hypotheses.

## TEACHING & VOLUNTEER WORK

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- **Hudson Valley farmers AI training** — 5 farmers over one summer, volunteer. Each finished with a working agent.
- **Senior executive training** — 8 executives, from using AI as a search box to running projects, skills, artifacts, and scheduled workflows.
- **Escocia Hass field team** — trained the field and admin team into daily use of the system built for them.

## TOOLING

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React / Next.js · Supabase / SQL · Claude API, Claude Code, agent design · n8n · Notion (architecture, databases, agents) · Figma · HTML/CSS · Google Sheets

Bilingual English / Spanish, native fluency in both

## EDUCATION & CERTIFICATIONS

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**University of Michigan, College of Engineering** — MS, Design Science, 4.0/4.0 · Aug 2021 – Dec 2022. Graduate Certificate, Sustainable Food Systems (SEAS).

**Universidad de los Andes** — BBA · Dec 2017 · Study abroad, Hong Kong, 2016

10X Builders (advanced AI training), Lab 10.ai · Insights for Innovation, IDEO U · Green Energy Finance Specialist, Renewables Academy (Germany) · Intellectual Property Management & Patent Research, Superintendencia de Industria y Comercio (Colombia)