

Miguel Ángel Rincón León

Digital project and portfolio management · Hybrid StageGate + Scrum governance

I turn uncertainty into clear scope, managed risk and timely decisions.

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PROFILE

Project Manager with 15+ years in digital and technology projects, 8 of them leading projects, teams and portfolios. I currently run the PMO at the empire, a technology agency with a team across several Latin American countries. I set up methodologies, governance and prioritization with measurable results. I align business, IT, security, legal, design and vendors around a clear scope. I use Scrum, Kanban or StageGate as each project requires, and I explain complex decisions in plain language so sponsors can decide with data. My background in code, design, UX and business lets me manage projects with a 360° view.

RESULTS	+20% portfolio ROI through prioritization and resource allocation	-15% cycle time through process standardization	+25% delivery rate · +30% process efficiency	~95% of cases covered by rules at Sprint 0 close (Avianca)
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- EXPERIENCE**
- PMO Manager · Project and Product Lead** Mar 2023 – Present

the empire (theempire.tech) · Bogotá · multi-country team across Latin America

 - Run the agency's PMO and project portfolio: web development, digital services, WhatsApp bots, social media and QA.
 - Delivered +20% ROI through prioritization and resource allocation, -15% cycle time through standardization, +25% delivery rate and +30% process efficiency.
 - Launched from scratch, during an emergency, a humanitarian missing-persons platform after the June 2026 earthquake. It earned 108+ media mentions across 15 countries and evolved into Reconexión, a permanent ecosystem for prevention, action and remembrance.
 - Prioritized by context and impact: after the Chocó earthquake (Aug 2026) we launched psychological support in under 24 hours instead of duplicating efforts.
 - Lead institutional accounts such as Museo Nacional de Colombia: portal maintenance, GA4 analytics and a WCAG 2.1 AAA accessible redesign. Defined buyer personas for 5 markets as the basis for go-to-market.
- Project Manager (consultant) · SAP SuccessFactors integration** Jul 2026 – Sep 2026

WigiLabs · client: Avianca · MiUniforme project

 - Led the SAP SuccessFactors integration with Avianca's uniform-provisioning platform: 5 sprints with an architecture, engineering and QA team and two client Product Owners.
 - Designed the phased scale-up blueprint with gates (StageGate + Scrum): discovery, architecture, prototype, roadmap, team and budget.
 - Froze scope: 14 items in, 11 exclusions, 8 needs moved to a next phase and 17 decisions sorted by owner.
 - Closed Sprint 0 with ~95% of cases covered by rules and 16 of 18 critical items resolved. Analyzed ~11,000 records (3,264 duplicates found); the rules engine reduced 1,643 positions to 29 types.
- Senior Project Manager · New products** Mar 2022 – Mar 2023

aiMonkey · Miami, USA · remote

 - Managed new digital product projects with cross-functional teams distributed across several countries: feasibility, planning, tracking, and the data, performance and traffic workflow.

Consultant · Digital deliverables manager

Dec 2020 – Jun 2023

Instituto de Desarrollo Urbano (IDU) · Bogotá · Corredor Verde project

- Defined and measured KPIs, evaluated campaigns and assessed time, cost and outcome feasibility of the project's digital deliverables.

Senior Project Manager

Nov 2018 – Apr 2019

Grupo Sancho BBDO · Bogotá

- Managed digital transformation projects and a new-product development team in Ahmedabad, India.

Acting Head of Digital · Digital Project Manager

Nov 2017 – May 2018

Ogilvy & Mather · Bogotá

- Managed the digital team, advised clients on investment, selected vendors and led data analysis (Brain module, Ogilvy / Google).

Digital Agency Lead · CEBIAC

Oct 2016 – Nov 2017

Corporación Unificada Nacional (CUN)

- Built the in-house digital agency and ran its projects with Scrum, including CunFest 2017 and partnerships with Dimayor.

Art Director · Project Manager (freelance)

Jan 2011 – Jan 2014

LeaP Simple

- Best APP award at THE APP DATE 2013. Recognized as Microsoft Community Specialist for interface design.

University teaching

2019 – 2022 · Sep 2023 – Mar 2025

LCI Bogotá (LCI Education network / Universidad VERITAS) · LaSalle College

- Part-time professor in design, UX/UI and digital product programs, and in the UX/UI and Full Stack certificate programs.

SKILLS

Project management and PMO: portfolio management · project governance · scope, time and cost · budgeting · risk management · stakeholder and vendor management · KPIs and OKRs · change control

Methods: Scrum · Kanban · StageGate · hybrid predictive-agile · Kaizen · Dual Track · Jobs to be Done · ODI

Technology: SAP SuccessFactors · API integrations (SAP CPI, APIM) · GA4 and Tag Manager · SharePoint · WordPress · WCAG 2.1 accessibility · HTML, CSS, JavaScript, PHP · Adobe Creative Cloud · generative AI for project work

EDUCATION

B.A. in Audiovisual and Multimedia Production · Universidad de Bogotá Jorge Tadeo Lozano

Certifications: Scrum Master (Microsoft Learning) · Scrum Fundamentals Certified (SCRUMstudy) · Marketing Strategy Associate and Digital Marketing Associate (SMstudy) · YouTube Certified: Content Strategy

Languages: Spanish native · English intermediate · French basic

Professional and personal references available on request.