

Paulo Chullmir

Digital Transformation, Operations & Applied AI | Industrial Engineer (ITBA)

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Profile

Industrial engineer who turns business problems into systems that work. I led the digital transformation of TN.com.ar with a 50-person team and, in recent years, built the products, processes and technology platform of my own company end to end, with AI integrated into daily operations. I move comfortably between strategy and detail: I understand what the business needs, design the solution, build it or coordinate its build, and make sure people adopt it.

What I bring

- **From problem to working system:** I design and build complete solutions, from the process and data model to the tool the team uses every day.
- **Bridge between business and technology:** I turn the needs of newsrooms, commercial teams and business owners into clear requirements, and explain technology in business terms.
- **Change leadership:** I moved a traditional editorial team to data-driven management, and got a non-technical team to run an AI system without formal training.
- **Applied AI with judgment:** I use generative AI to solve concrete operational problems, not as an end in itself, and I know where it does not pay off.
- **Process thinking:** industrial engineering training applied to mapping, simplifying and measuring processes, from editorial to manufacturing.

Experience

Cumbres Chocolates, Buenos Aires

Jul 2024 – Present

Co-founder – Product, Technology & Operations

- Co-founded an Argentine premium chocolate brand; I lead its strategy, budget and a team of 4 people across product, production, brand, e-commerce and our own store at Unicenter.
- Designed and built the platform that runs the company and led its implementation: point of sale, finished-goods and raw-material inventory, recipes/BOM with automatic ingredient consumption, delivery notes and stock movements.
- Built and operate an AI agent that integrates multiple LLM APIs (OpenAI GPT, Anthropic Claude, Google Gemini) with the WhatsApp Business API and the platform's database, so a non-technical team can query data, move stock and generate delivery notes by text or voice message.
- Integrated additional services through their APIs: Meta (Ads and Instagram) for marketing data and Gmail for automated email handling and replies.
- Closed corporate sales with clients such as Bureau Veritas, LALCEC, Austral, Temaikèn, OH! Buenos Aires and OVO Patagonia; manage suppliers and ran a business study to evaluate expansion into a new channel.

Mobius Analytics, Buenos Aires

Mar 2022 – Present

Founder – Data, Automation & AI Consulting

- Ran consulting engagements end to end in BI, automation, e-commerce and generative AI: diagnosis of processes and data, recommendations to owners and management, implementation and follow-up on results.
- Reduced customer churn 40% with behavioral analysis and predictive and clustering models; increased ROAS 150% by training client teams on BI and performance strategies.
- Built a Google Apps Script add-on that automates Google Analytics reporting, saving 50+ hours of manual work per month; grew a client's online sales 5x with the redesign of its website.

TN – Todo Noticias (Artear), Buenos Aires

Sep 2016 – Mar 2022

Digital General Editor / Head of Digital Strategy & Transformation

Joined as Digital Process Manager and was promoted to Digital General Editor of TN.com.ar.

- Led the digital transformation of TN.com.ar, moving from intuition-based management to an operating model built on traffic, engagement and monetization goals.
- Managed the cultural change of a traditional newsroom, with real-time dashboards the team adopted to decide what to publish, when and where.
- Worked with senior leadership and with Product, Technology and Commercial to align editorial strategy with business opportunities.
- Redesigned multiplatform publishing and distribution workflows, gaining speed and reach.

- Managed a 50-person multidisciplinary team (web, social, video, YouTube): hiring, training, new roles and a results-oriented culture.

Infobae, Buenos Aires

Jun 2014 – Aug 2016

Business Intelligence

- Built web and social metrics dashboards for the newsroom integrating Google Analytics, Facebook, Twitter and Instagram APIs, and defined KPIs and business rules.

Education

ITBA – Instituto Tecnológico de Buenos Aires, Industrial Engineer

2006 – 2012

Digital House, Full Stack Web Developer

2018 – 2019

Skills

AI & automation: LLM APIs (OpenAI, Anthropic Claude, Google Gemini), AI agents integrated with business systems, WhatsApp Business API, Meta and Gmail APIs, Google Apps Script, Python

Data: SQL, PostgreSQL, Power BI, Tableau, Looker Studio, Google Analytics, predictive models

Management: Process design, change management, budgeting, supplier management, Agile / Scrum, KPI design, stakeholder management

Languages: Spanish (native), English (full professional)

Member of the AI Working Group at dosunos (ethical practices, system design and real-world applications of AI).