

Jorge Aguilar

Strategy, Operations & Product — across mobility, logistics and technology, from frontline operations to strategy and execution.

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CERTIFICATES
drive.google.com

EXPERIENCE

JUL 2025 – PRESENT
Berlin

Co-founder — Strategy, Operations & Product Nexio Fleet GmbH

- Compliance-first fleet management SaaS for regulated Mietwagen operators (LABO, PBefG) in Berlin/Brandenburg.
- **800+ drivers** monitored across **8 fleet operators**; Firebase/Firestore architecture with Uber/Bolt API integrations.
- iOS/Android/web QA; **60–70% reduction** in manual reporting through Python/n8n/Claude automation.

JUL 2025 – PRESENT
Berlin

Founder & Managing Director Salas UG (haftungsbeschränkt)

- **100% owner** of pre-revenue fleet management and compliance SaaS venture.
- Advisory vehicle for fleet operations, compliance automation, and marketplace strategy.

JUL 2024 – JUL 2025
Berlin

Supply Operations Manager Bliq

- Designed Earnings-per-Hour (EPH) supply model with performance-based SLAs (**>90% acceptance, ≤10% cancellation**) for medium-sized fleet partners.
- Contributed to **4.6×** driver growth, **2.6×** fleet partner growth, **2.6×** trip growth across 12 months (company-level results across broader supply-development period).
- Marketplace balancing across supply, demand, pricing and incentives; treating supply as system rather than acquisition target.

JUN 2023 – JUN 2024
Southern Germany

Operations Specialist Bolt

- Driver activation funnel redesign: **25% → 58%** activation rate across **1,000+ drivers** over 6 weeks.
- **18% reduction** in cancellation rate through operational interventions with fleet partners.
- Cross-functional work with Support, Product and Marketing to fix drop-off points across activation funnel.

FEB 2021 – FEB 2023
Berlin & Germany

Operations Associate Wolt

- Customer Success: structured **~525 weekly courier interactions** into categorized service model; **~50% reduction** in weekly support demand.
- Circular Gear Program: **30% reduction** in equipment procurement cost; **25,000+ kg** of material diverted from landfill via TARPREC partnership; **2,000+ couriers** across 6 German cities.
- Independently owned onboarding/offboarding + coordinated small team of Gear Associates (per reference letter).

OCT 2020 – FEB 2021
Berlin

Courier Partner Wolt

- Frontline operations experience before joining HQ team.

EDUCATION & TRAINING

2025 – PRESENT	MSc Business Management — Digital Business Management (berufsbegleitend)
Berlin	HWR Berlin
JAN 2026 – MAR 2026	Diploma DevOps & Cloud Computing
Berlin	Ironhack
MAR 2023 – JUN 2023	Diploma Data Analytics
Berlin	Ironhack
2019 – 2021	M.A. Sustainable Development Management (Grade 1.7)
Kleve	Rhine-Waal University (HSRW)
2012 – 2015	B.Sc. International Business Administration
Mexico City	Universidad La Salle — Erasmus HSB Bremen 2014

SKILLS

DOMAINS	Marketplace Operations · Fleet Compliance (LABO, PBefG) · Supply Strategy · Service Design · Cross-functional Leadership · Product Ownership
DATA & AUTOMATION	Python · SQL · n8n · Zapier · Claude API · OpenAI · LangChain
INFRASTRUCTURE	Firebase · GCP · Docker · Terraform · CI/CD
ANALYTICS & CRM	Looker · Amplitude · Metabase · Salesforce · Pipedrive · HubSpot
LANGUAGES	Spanish (native) · English (C1) · German (C1)
CERTIFICATIONS	Ironhack DevOps & Cloud Computing (2026) · Ironhack Data Analytics (2023) · Google Project Management (2023)