

# Iván Alexander Herrero Loza

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## PROFESSIONAL SUMMARY

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Product and innovation leader and MBA candidate with a background in engineering, human-centered design, and enterprise consulting. Experienced leading cross-functional teams, translating complex ideas into compelling experiences, and delivering measurable results for global clients.

## EXPERIENCE

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### Accenture

Houston, TX

#### Innovation Tech Senior Analyst — AI, Product & Experience Lead

Aug 2021 – Nov 2025

##### **Generative AI Quality Assurance & Product Launch**

- **Identified and resolved 50+ critical issues** in a GenAI-powered enterprise product within 72 hours, ensuring a flawless launch at Adobe Summit 2025 — zero post-launch defects reported.
- Evaluated Writer AI's capabilities against Fortune 500 enterprise needs, shaping adoption strategy for a global communications client and informing go/no-go product decisions.

##### **Enterprise Product Management — Immersive Product Configurator (Apple Vision Pro)**

- Served as **Demo Tech Lead** for a spatial computing product deployed across **5 automobile clients**, owning QA, Cloud DevOps, compliance, and executive enablement end-to-end.
- **Logged and resolved 200+ production bugs**; created and managed **8 multiplayer cloud servers** globally to support live client demos.
- Traveled to Los Angeles to lead high-stakes product showcases for client leadership teams.

##### **Global Technology Operations & Infrastructure**

- Led enterprise-wide deployment of **60,000+ devices** across Accenture globally; built and managed **100+ virtual environments** and delivered C-Suite training on spatial computing platforms.
- Managed a fleet of **50+ devices** at executive conferences across North America including Gartner (Orlando), S4x22 (Miami), Bank of America Onboarding (New York), and **3 World Economic Forum Annual Meetings in Davos, Switzerland**.
- **Reduced operational costs by \$10,000/month** by automating environment deployment for World Economic Forum, scaling testing capacity from 6 to 40 builds per day through Azure infrastructure optimization.
- **Delivered immersive technology experiences to 400+ world leaders** at Davos; **trained 35+ C-suite and executive stakeholders** on new platforms, driving enterprise adoption.

##### **Stakeholder Management & Strategic Projects**

- Led a FIFA sponsor activation project as **Project Manager**, delivering **10 activation concepts** while directing a team of 5 creatives and running 10+ stakeholder meetings.
- Managed a **1,000+ person executive invite list** for a client's flagship CHRO Summit; collaborated directly with Accenture's CEO for executive endorsement.
- Led VR product activation for Accenture's CEO Julie Sweet and **20+ Energy Sector CEOs**, aligning experience design with strategic executive messaging.
- **Founded a 50+ person internal product research community**, leveraging it to design and execute a research survey submitted as a client deliverable.
- Recruited and trained 5 new team members as founding member of the Houston Immersive Studio.

### Múkaro LLC

Mayagüez, PR

#### Founder & CEO

January 2019 – August 2021

- Founded a technology startup offering immersive computing experiences to businesses and communities in Puerto Rico; provided services to **20 local businesses** including the Puerto Rico Tourism Company.

- **Raised \$10,000 in seed funding**; reached finalist status at **5 world-renowned startup incubators**: iCorps, Parallel18, EnterPRize, PRTEC, and BRAVO.
- Directed the digital transformation of an interactive museum incorporating film, augmented reality, and projection mapping; organized community events with **100+ attendees**.

**Human-Centered Design Lab — University of Puerto Rico Mayagüez** Mayagüez, PR  
**Research Assistant** *January 2017 – May 2021*

- **Published 1 peer-reviewed research paper** on immersive technology and user preference as an LSAMP researcher.
- Built **4 spatial testing environments** for discrete choice experimentation; recruited and trained 3 researchers; **led user tests on 100+ participants**.

**MIT Media Lab & Open Documentary Lab** Cambridge, MA  
**Research Intern** *May 2018 – August 2020*

- Built and tested **10 prototype wearable devices** for facial recognition research; led a design survey with 40 students.
- **Published 1 research article and video** exploring the evolution of documentary as an immersive medium.

## EDUCATION

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**Woolf University**  
**MBA (Product Management & AI) — In Progress** *Expected 2027*

**University of Puerto Rico Mayagüez**  
**B.S. Mechanical Engineering, Minor in Art & Film** *2021*

## CERTIFICATIONS & CREDENTIALS

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- Google Cloud Digital Leader (2025)
- Wharton Online — Business in the Metaverse Economy (2023)
- University Innovation Fellow — Stanford University (2018)

## SKILLS

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**AI & Product:** Generative AI, Product Management, Agile/Scrum, UX Research, Human-Centered Design

**Cloud & Engineering:** AWS, Azure, Google, Cloud DevOps, Unity, Blender/CAD, Quality Assurance

**Leadership & Communication:** Executive Stakeholder Management, Team Building, Budgeting, Operations, Storytelling, Training, Bilingual (English & Spanish)

## VOLUNTEER LEADERSHIP

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**Hosanna Woodlands Church** Houston, TX  
**Streaming Director & Young Adult Leader** *August 2021 – Present*

- **Scaled viewership from 30 to 1,000+** by modernizing streaming infrastructure and connecting to multiple platforms.
- Manage **100+ productions annually**; grew technical team from 4 to 20 members.
- Served as assistant producer and cinematographer for **10+ concerts and music videos**.