

# DAVID SAMUDIO CASTILLO

Product & Customer Experience Leader | Banking & Fintech | AI Adoption

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## PROFESSIONAL SUMMARY

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Product and customer experience leader with 10+ years across banking, technology startups and CX consulting, focused on making customer resolution faster and more effective at scale. Former Product Manager and Co-founder of Vivva, leading the product roadmap and customer research, securing a €85,000 seed investment from Rockstart Accelerator and expanding operations from Panama to Colombia. At Banistmo, a universal bank serving ~600,000 clients, oversees the full customer experience function: part of the CX leadership team that lifted NPS by 24 points and moved the bank from 5th to 2nd in Panama's national consumer satisfaction ranking; led the research-driven redesign that raised credit card digital conversion by 75%; and runs a Voice of Customer program on Medallia capturing ~173,000 signals a year. Contributed to the diagnosis that pinpointed failing resolution journeys (claims, digital requests) behind the NPS decline. Hands-on with AI: integrated AI tools into team workflows and completed a Vibe Coding Foundations program (2025). Brings a resolution-first, voice-of-customer-driven approach to customer experience and product work, and builds with AI hands-on.

## CORE COMPETENCIES

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- **Product:** Product roadmap, customer discovery, 0→1 launch, MVP adoption, digital conversion optimization, startup fundraising
- **Customer outcomes:** Resolution journeys (claims, digital requests), NPS and customer satisfaction, closed-loop Voice of Customer (Medallia)
- **AI & evidence:** AI tools embedded in team workflows, vibe coding, usability testing and eye-tracking, large-scale customer studies
- **Domain & leadership:** Regulated financial services (credit cards, lending, acquiring), cross-functional leadership, team building

## PROFESSIONAL EXPERIENCE

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### Customer Experience Design Manager

*Banistmo (Grupo Financiero BSC) | Aug 2024 – Present*

- Role expanded to oversee Banistmo's full customer experience function for a universal bank serving ~600,000 clients across 38 branches.
- Part of the CX leadership team that lifted relational and transactional NPS by 24 points and moved Banistmo from 5th to 2nd in Panama's national consumer satisfaction ranking, contributing to Bank of the Year 2024 recognition by The Banker.
- Contributed to the diagnosis that refocused CX investment from service tone to process execution: 95% of the NPS decline came from detractor growth, with resolution journeys (claims, digital requests) failing while branch and phone channels performed.
- Oversee the Voice of Customer program on Medallia, capturing ~173,000 customer signals a year across every key journey, with the alert cycle moving from 45 days toward daily closed-loop action.
- Led the redesign of the digital credit card acquisition flow, increasing conversion from 2.0% to 3.5% (a 75% improvement).
- Integrated AI tools into the team's workflows, building reusable frameworks for methodology proposals, survey design and insight synthesis.
- Scaled customer evidence for product decisions from 5 investigations in 2024 to 27 in 2025, contributing to 50+ customer studies that supported placement and revenue growth in credit cards, acquiring and lending.
- Established Banistmo's first Experience Laboratory (eye-tracking and advanced usability testing) to bring evidence-based rigor to digital product decisions.
- Centralized a team of 8 previously scattered across business units into a single function, and led capability-building for leaders and officers (Design Thinking, Legal Design, experience methodology).
- Nominated "Empleado Distinguido" 2025 (1 of 13 nominated across 2,100+ employees).

## Customer Experience Design Team Lead

*Banistmo* | Sept 2021 – Aug 2024

- Co-created a knowledge base for branch executives, achieving 80% adoption in its MVP phase.
- Increased NPS by +20 points across three pilot branches through micro-behavior interventions grounded in customer expectation research.
- Developed Banistmo's Design Master Plan, defining the strategy for scaling people, processes and tools across the organization; trained 40 professionals in key roles on Design Thinking.

## Executive Director and Co-founder

*Te Escucho Panamá* | Apr 2020 – Mar 2024

- Created Panama's first national mental health helpline, taking it from concept to operational in 45 days.
- Assisted 5,000+ individuals, intervened in 200+ high-risk-of-suicide cases, and trained 250+ volunteers in active listening.

## Volunteer, Regulatory Drafting Team

*Panama Crypto Bill (Proyecto de Ley 697)* | Jul – Sept 2021

- Contributed blockchain and digital asset expertise within a cross-functional team collaborating with Congressman Gabriel Silva in drafting Panama's cryptocurrency regulatory framework.

## Customer Experience and Innovation Consultant

*IZO Panama & Value Chain Management* | Sept 2018 – Aug 2021

- Delivered customer journey maps, psychographic segmentations, CX guides and survey designs for 10 top-tier companies in banking, insurance, health, retail and construction.

## Product Manager and Co-founder

*Vivva (formerly MapTasking)* | Sept 2016 – Sept 2018

- Led the product roadmap and customer research.
- Secured €85,000 seed investment from Rockstart Accelerator (Amsterdam) and expanded operations from Panama to Colombia.

## EDUCATION

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**Bachelor of Science in Civil Engineering** | University of Arkansas, Fayetteville, USA

Minor in Sustainability. Honors Program. Cum Laude.

## AI & PROFESSIONAL DEVELOPMENT

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- AI Study Camp – Vibe Coding Foundations Program (2025)
- DesignOps: Scaling User Design and User Research, Nielsen Norman Group (2023)
- Human Centered Design Certification, IZO Bogotá (2019)
- Mandarin Language Immersion, Confucius Institute Beijing (2019)

## LANGUAGES

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Fluent in English and Spanish. Conversational French and Portuguese.