

JHANETT MILLÁN

SENIOR TECHNICAL PRODUCT MANAGER

Founder of GenSig
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PROFILE

Senior Technical Product Manager with 10+ years across large-scale streaming platforms, data science and frontend engineering, and founder of GenSig, an AI-visibility SaaS live in production.

At TelevisaUnivision (ViX), one of the world's largest Spanish-language streaming services (40M+ MAU), I led cross-platform initiatives and high-profile delivery, including the FIFA World Cup 2022 and 2026.

Deeply technical foundation (frontend across mobile, web and TV apps, backend APIs, data pipelines) that I use to reduce ambiguity and connect engineering execution with business outcomes.

EXPERIENCE

FOUNDER

GenSig
Buenos Aires
Current

Founded an AI-visibility platform that monitors how brands appear across 20+ AI surfaces (assistants and AI search engines), benchmarks them against competitors and turns those signals into actionable recommendations.

- Took the product **from prototype to a live SaaS in production**, owning strategy, technical delivery, billing and customer-facing workflows.
- Published **GenSig Research #1**, a reproducibility study with 2,500 API runs. Stack: Cloudflare, LLM APIs, Paddle.

CONSULTANT

Independent
Current

Independent consulting in product, data science and analytics: experimentation design, KPI measurement, data strategy and process automation.

SENIOR TECHNICAL PRODUCT MANAGER

TelevisaUnivision | ViX
Buenos Aires
Jun 2022 to Sep 2026

Led cross-platform initiatives across mobile, Connected TV, web, backend, data and infrastructure for ViX, supporting 40M+ monthly active users.

- Coordinated **FIFA World Cup 2022 and 2026** delivery across technical and product teams for audiences above 30M in Mexico, including Rapid Recap and the World Cup Hub.
- Trained and led a **whole anti-piracy team** across all 104 World Cup 2026 matches with Legal, ViX and Globant: 630+ pirate streams logged, 77.4% live-takedown rate (median response 13 min) and 70+ permanent domain closures.
- Led the introduction of **ViX Micros**, a vertical short-form video experience, coordinating product, design, player, backend, analytics and client teams.
- Defined and delivered **AI-powered player experiences** across platforms, and sustained a **crash rate below 0.1%** across platforms and codebases.
- Led **Multi-Profile and Kids Profile**, turning legal, privacy and child-safety requirements into product requirements, plus casting and mobile downloads.
- Scaled experimentation with **Statsig** (A/B testing, staged rollouts, feature gating), strengthened partnerships with Conviva and Statsig and drove cost optimization across vendors and tooling.

EXPERIENCE

SENIOR IOS ENGINEER

TelevisaUnivision | ViX
Jul 2021 to Jun 2022

- Core member of the team that built ViX (formerly PrendeTV), focused on iOS/tvOS architecture and video performance.
- Reduced **cold start time by 25%**, crash rate below 0.3%, 30+ releases; contributed to **Apple TV App of the Year** (2022).

FULL STACK DEVELOPER

TelevisaUnivision | PrendeTV
Aug 2020 to Jul 2021

- Built the PrendeTV app in React Native across 5+ platforms; designed APIs handling **80K+ requests per second** and cut publishing time by 35%.

DATA SCIENCE SPECIALIST

PSh
Jun 2020 to May 2023

- Led end-to-end AI and data initiatives for corporate clients: data strategy, experimentation frameworks, KPI systems and production ML models for personalization and forecasting.

EARLIER DATA ROLES

2018 to 2020

- **Data Scientist, Almundo** (2020): ML solutions, databases, automation and reporting.
- **Data Scientist, Rise Interactive** (2019 to 2020): statistical forecasting models for media performance.
- **Data Analyst, VIX, Inc.** (2018 to 2019): performance analysis, business reports and dashboards.

ACADEMIC RESEARCHER & STATISTICS PROFESSOR

UCAB, Caracas
2013 to 2017

- Quantitative data analyst for the University Research & Institutional Assessment Center; taught inferential statistics and data analysis with SPSS; supervised 2 dissertations.

EDUCATION

BSC IN PSYCHOLOGY

Research & Experimental Psychology
Universidad Católica Andrés Bello

2011
/2016

CERTIFICATIONS

Data Scientist with Python
EF SET English Certificate, C2 Proficient (81/100)

RESEARCH & WRITING

HOW STABLE ARE AI BRAND RECOMMENDATIONS?

GenSig Research #1 · Reproducibility & fidelity study

2026

SHE SHIPS

A survival guide for women in tech

5 STEPS TO BUILDING THE PERFECT PRODUCT ROADMAP

Medium

2023

RANDOM FOREST AND THE GAP BETWEEN SCIENCE AND PRACTICE

Medium · Spanish

2020

SKILLS

PRODUCT

- Platform strategy & roadmaps
- Experimentation & feature gating
- Program governance
- Stakeholder alignment
- Vendor & partner management
- Cost optimization

TECHNICAL

- Swift, AVFoundation, HLS, DRM
- Python, PySpark, SQL
- BigQuery, GCP, AWS
- TypeScript, React Native, Node.js
- CDN (Akamai, CloudFront)
- Cloudflare, LLM APIs

TOOLS & LANGUAGES

- Statsig, Conviva, New Relic
- Segment, Datadog
- Spanish: Native
- English: C2 Proficient