

Valentín Rodríguez

Co-Founder | Head of People & Talent Acquisition

Barranquilla, Colombia

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People & Talent Leader with 7+ years of experience across LATAM and the United States, building and scaling distributed teams for high-growth startups and international companies. Co-founder of a LATAM-focused staff augmentation agency that has recruited and managed 100+ software professionals for VC-backed companies in the U.S. and Europe.

Strong background in talent acquisition, people operations, organizational design, and stakeholder partnership, with hands-on experience applying automation, data analysis, and AI tools to improve recruiting efficiency, onboarding, and retention. Proven ability to operate at both strategic and execution levels in fast-paced environments.

Employment History

January 2022 – Present

Avvy Talent (United States)

Co-Founder | Head of People & Talent Acquisition

Avvy Talent is a LATAM-focused staff augmentation and recruiting agency serving U.S. and European tech companies.

- Co-founded and scaled the company into a trusted talent partner for international, VC-backed startups.
- Led **end-to-end talent acquisition**, people operations, and organizational design for fully remote, distributed teams.
- Recruited and managed **100+ software engineers, data professionals, and technical roles** across LATAM.
- Designed and implemented onboarding, retention, and performance frameworks aligned with high-growth startup needs.
- Partnered directly with founders and executive teams to align people strategy with business objectives.
- Introduced **automation and AI-driven workflows** to streamline recruiting, candidate screening, and internal processes while maintaining a strong employee experience.

- Oversaw ATS configuration, reporting, and recruiting analytics to improve decision-making and operational efficiency.
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November 2021 – March 2022
Farmu (Barranquilla, Colombia)
Customer Experience Lead

Farmu is a VC-backed online drugstore marketplace.

- Built and scaled the **Customer Experience function from scratch**, including team hiring and training.
 - Implemented CRM systems, support tools, and performance KPIs.
 - Established feedback loops between **Customer Support, Operations, Sales, and Product** teams.
 - Analyzed operational, sales, and support data to improve customer retention and service quality.
 - Played a key role in professionalizing customer operations during a high-growth phase.
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June 2020 – October 2021
Lean Solutions Group (Barranquilla, Colombia)
Settlements Coordinator

- Led contractor settlement operations across **two U.S. logistics terminals**.
 - Implemented rate validation and control processes to prevent payment discrepancies and delays.
 - Strengthened contractor retention through clear, structured settlement communications.
 - Built dashboards and reports by importing settlement and operations data from internal systems.
 - Supported management with actionable insights to improve accuracy and efficiency across **200+ monthly contractor payments**.
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March 2019 – March 2020
Rutana Mobile App (Barranquilla, Colombia)
Co-Founder

Early-stage university car-sharing mobile application.

- Led early operations and business development.
- Acted as liaison between product and commercial teams.
- Built strategic partnerships with universities and key stakeholders.

- Helped shape go-to-market strategy during the startup's initial phase.
 - Achieved **500+ shared rides** among **2,000+ users** across **4 partner universities**.
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March 2018 – March 2019

Banco Serfinanza (Barranquilla, Colombia)

Commercial Credit Analyst

- Analyzed corporate clients' financial statements, credit history, and KPIs.
 - Supported credit approval decisions through risk assessment and financial modeling.
 - Prepared financial projections and reports for executive committee review.
 - Maintained direct communication with clients throughout evaluation processes.
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Education

Universidad del Norte – Barranquilla, Colombia

Bachelor's Degree in Business Administration

January 2012 – December 2017

Valencia College – Orlando, FL, USA

Certification Course: Human Resources Management

January 2014 – June 2014

Core Skills & Tools

People & Talent

- Talent Acquisition & Technical Recruiting
- People Operations & Performance Frameworks
- Staff Augmentation
- Stakeholder Management

Data & Automation

- Recruiting Analytics & Reporting
- Workflow Automation (n8n)
- ATS Management
- Google Sheets / Microsoft Excel

Operational

- Customer Experience Operations
 - Process Design & Optimization
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Other Relevant Experience & Community Involvement

- **Endeavor Accelerator Program – Dream Bigger** (2024)
- **Community Sponsor**, Caribedev.org, largest developer community in the Colombian Caribbean (2023 – Present)
- **Event Host**, Supabase Community Meetups in Bogotá, Barranquilla, and Cartagena (2023 – Present)
- **RevenueCat Shipathon**, Barranquilla (2025)