



Jonathan Capra Calderon

jonathancapra@upb.edu +591 65160110 <https://www.linkedin.com/in/jonathan-capra-jgcc/>

ABOUT ME

AI and change management driving systemic transformation through technology-driven solutions in business and society. Focused on leveraging AI and data analytics to build scalable, efficient systems.

SKILLS

- Growth Marketing
- AI Process Optimization
- Digital Product Innovation
- Employability & HR Analytics
- Digital Education Design
- Data & KPIs Analysis
- Crisis Consulting
- Storytelling
- B2B

WORK EXPERIENCE

AcceptGO

La Paz, Bolivia

Enabling Access to Opportunities through Data by Connecting Professionals to Their Next Step –

Like Google Maps

CEO & Founder

Nov/2023 - Present

- Accelerated and optimized international expansion, boosting sales by 3x, targeting ultra-segmented markets with a budget under \$1K, through GTM technologies such as Clay, data scrapers, Meta Ads, and growth KPIs.
- Bootstrapped AI-powered career services for universities and a talent hub for corporations, reaching 1,675+ users and securing \$119K B2B contracts in the first year of full-time operations.
- Featured on Stanford Rebuild Honor List among 5,300 startups worldwide. Recognized as the Best EdTech Startup of 2023 and a Future of Work Startup in 2024 in Bolivia and Peru. Impacted young professionals from disadvantaged backgrounds, generating over \$7M in scholarship offers and facilitating job placements in Fortune 500 companies. Partnered with leading financial institutions such as BCP and FundaPro, as well as the #1 business school in Bolivia, UPB.

Universidad Privada Boliviana - UPB

La Paz, Bolivia

Best Business School in Bolivia Ranked - Top 15 in LATAM

Principal Innovation Advisor

Dec/2024 – Present

- Secured support to pivot data strategies and restructure governance at UPB, preparing for the AI era and optimizing the impact of a \$4M investment in scholarships, while spearheading the transition to skills-based training.

Director of Career Services, Alumni and Corporate Relations

Aug/2019 – Nov/2023

- Envisioned & launched a new department (Career Services), securing support from the board of Directors & Dean through delivering prototypes with outstanding results.

UltraCreditos S.A.

La Paz, Bolivia

FinTech & PropTech startup - record valuation in Bolivia of \$21M

Implementation & Continue Improvement Manager (Commercial Manager)

Dec/2019- Apr/2020

- Optimized credit disbursements to achieve similar results despite budget reduction of 78% in marketing and 40% in personnel, through streamlining reporting, credit factory, and Web APP testing processes.
- Developed a comprehensive implementation methodology to roll out B2B Fintech as a Service solution across 5 leading banks.

Persea Naturals, LLC

La Paz, Bolivia

Avocado Natural Food Colorant Startup – FDA Exempt \$750K

Sourcing & Cost of Manufacturing Consultant

Dec/2019- Apr/2020

- Determined cost structure projections to scale up the business by \$500K revenue and led and collaborated with food, industrial, and supply chain multidisciplinary teams to access federal grants.

Continental Grain Company

PA, US

Agribusiness in 10 countries - Owner of Wayne Farms & ContiLatin

Finance & Supply Chain Consultant – Summer Intern

Nov/2018 - Apr/2019

- Utilized DCF model and benchmarking to accurately determine the brand cost of \$2.5M, enabling informed decision-making for potential acquisitions.
- Constructed financial models for 3 acquisition scenarios to analyze ROI & break-even points with 98% accuracy, providing crucial insight into long-term investment viability to the CFO.

Consultora Calderón Ltd.

Asunción, Paraguay

Corporate Social Responsibility Consultant

Jun /2018 - Aug/2018

- Structured and implemented \$250K CSR strategies for multinational corporations and formulated dynamic VBA Excel models to monitor progress.
- Developed stakeholder relationship management plan and recommended data-driven strategies to negotiate land purchase with 24 unions and social organizations (cable car system).

Advisory GROUP

La Paz, Bolivia

SAP Gold Partner

Project Management and Change Management Consultant

Apr/2016 - Jul/17

- Facilitated consensus in a \$14M IT project and consolidated the Project Management Office (PMO) team for the implementation of core banking systems (microcredit bank).
- Championed multiple SAP projects totaling \$17M+ in budget, meeting customer requirements. This included writing project plans, managing day-to-day execution, delivering status reports, and leading checkpoint meetings.

FACILITATION AND LEADERSHIP EXPERIENCE

Tu Beca Bolivia

La Paz, Bolivia

Largest education NGO in Bolivia with a 150K community of scholarship-awarded volunteers. It has helped +300 young Bolivians apply for scholarships and incubated 16 social startups.

Entrepreneurship Director and Board Director

Aug/2019 – Aug/2022

- Downsized local barriers and trained + 2400 subscribers to launch solutions for new startups in Bolivia, leading the largest pre-incubation online program for social and technological innovation. 70% of participants strengthen their teams with skilled technical members.

Universidad Privada Boliviana - UPB

La Paz, Bolivia

Adjunct Professor

Nov/2019 – Present

- Designed and executed impactful presentations on AI tools, resulting in the creation of over 10 new courses and influencing over 5000 leaders in education and business.
- Led international teaching engagements in Innovation and Creativity across Mexico, Peru, and Colombia enhancing global knowledge exchange.

EDUCATION

Penn State Smeal College of Business, Master of Business Administration

PA, US

Awarded Smeal MBA Fellowship – Concentration: Marketing, Focus: Finance, Supply Chain.

May/2017 -May/19

Universidad Privada Boliviana, Bachelor of Science in Business Administration

La Paz, Bolivia

Graduated with Honors (Magna Cum Laude), Academic excellence scholarship.

Mar/2013 - Dec/2015

Minor in Marketing.

COMPLEMENTARY EDUCATION

- Design and Development of Artificial Intelligence Products and Services, MIT Online, 03/2024
- HR Management & Analytics, The Wharthon School Online, 10/19
- Human Change Management Institute, HCMBOK - Certified Professional Bolivia, 5/14
- Diploma Course in Management Skills, Universidad Adolfo Ibañez Chile, 8/13

LANGUAGES

Spanish (Native), English (Advanced – TOEFL 100)

SOFTWARES

Excel VBA, @RISK, Midjourney, OpenAI API, Zapier, Meta Ads Manager, GTM AI tool, WhatsApp Automation, Notion, Google and Office Business Suite.