

Experience

Altair Management Consultants (Madrid, Spain) | February 2017 - Present

Team Leader & Head of Analytics

Head of Analytics (Spain) and responsible for Altair's Digital and Cloud strategy. Account and Project Management in Retail and Food&Beverage industry.

- Develop and implementation of a price elasticity of demand model to optimize discounts and maximize margin on sales season (MDO)
- Analysis and optimization of promotional activities coordinating BI, Marketing, Operations & IT.
- Customer segmentation based on enriched RFM models.
- Build an implement a ML model for virtual fitting of shoes.
- Development of C level BI reports: COVID-19, Budget Control, Suppliers Contribution & WSSI.
- Develop a plan to transform a cross-department into a PMO.
- Lead a point-of-sale transformation project through several kits (Active Selling, Negotiation with Suppliers, and Efficient Assortment)

Digital Branding Ltd (Madrid, Spain; London, UK) | January 2015 – Present

Non-executive Director

With a multidisciplinary team with presence in Mexico, Spain & UK and thanks to its partnerships with Microsoft and Odoo, *Digital Branding Ltd* helps SMEs to reach their full digital potential by offering a complete ecosystem of services and solutions that fosters engagement, increases productivity, and ensures cyberprotection. I have founded and financed the company and as a non-executive director and shareholder I am part of the steering committee.

Schneider Electric (London, UK) | September 2015 – November 2016

Project Engineer

Schneider Electric is a global specialist in energy management with operation in more than 100 countries and over 150k employees.

- Design, implementation, test, and commission of >2M€ Building Management System solutions.
- Lead EcoBuildings South Sales' Improvement Project (Perform market & conjunctural study, review and propose a new approach to KPIs and analyze Customer's Lifetime Value).

Other Experience

EM Events™ (Madrid, Spain) | September 2014 - March 2020 | Founding Partner

Universidad Politécnica de Madrid (Madrid, Spain) | April 2014 - July 2015 | Research Assistant

Auxiliar Euro Industrial (Madrid, Spain) | February 2014 - July 2014 | MarCom Trainee

Fundación Instituto Petrofísico (Madrid, Spain) | February 2013 - April 2013 | Petrophysicist Trainee

Schneider Electric (Haarlem, Holland) | August 2012 - August 2012 | Business Development Trainee

Escuela de Natación Brains (Madrid, Spain) | Jan 2007 - Jul 2015 | Swimming Teacher

Education

MEng Energy & Fuels - BSc Mining Engineering

2009-2014 | UPM ETSIME | GPA: 7.13/10 - M.Sc. Thesis: 10/10 - Rank: 16/135 (*Cum Laude*)

My studies were oriented towards energy and fuels engineering, with a specialization on generation, distribution and use of electricity.

In fourth and fifth year, I focused on trading and economics dedicating my M.Sc. thesis to this area of knowledge. Student Alumni representative for classes (2011-2014).

Spread Trader

2015-2016 | Shark Opciones LLP

Twenty month spread trading course, which covers the basics of value investing, trend following and sentiment analysis focusing on options, rolling strategies, risk and portfolio management.

Publications

UPM & EAE | ISBN 978-3-8417-6357-0

Fundamental Analysis Applied to Mining Industry: A Multivariate Analysis: This M.Eng thesis aims to apply the principles of Value Investing to twenty-four mining companies and, based on this fundamental analysis, develop a rating to classify them.

INTED | ISBN 978-84-606-5763-7

Training and ICT to develop competences - A Multivariate Analysis in Engineering Students: An investigation to compare the development of soft skills in teachers and university students between virtual and traditional classroom environments.

LINQ | ISBN 978-3-8325-3960-3

Learning Design for a Successful Sustainable Employability: The objective of *CompasLab* project is to achieve a teaching and learning design to develop soft skills by meeting the challenges of career changes along life.

Instituto Juan de Mariana | Think Tank

International Nuclear Policies: A study presenting the nuclear policies decisions implemented by major countries following the accident of Fukushima.

Personal Details

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Languages

Spanish: Native.

English: Professional working proficiency.

French: Limited working proficiency.

Associations & Awards

Numerary Member, No: 4146

Spanish Society of Academic Excellence

COIMCE Chartered Engineer, No: 4683

Spanish Society of Mining Engineers

DAN - High Level Athlete

Spanish National Sports Council

Skills

A selection of concepts and tools that I have hands-on experience with:

Areas of Expertise:

Engineering: Generation, Transport & Distribution, Electricity, Control, Oil & Gas, Materials Science, Mining, HVAC & BMS (Schneider Electric *Struxware*)

Retail: Customer segmentation (RFM), Promotions Optimization, MDO, Price Elasticity of Demand, WSSI.

Banking & Finance: Trading, Value Investing, Trend Following, Sentiment Analysis, UK Accounting & Portfolio Risk Management.

Business Intelligence and Analytics

Techniques: Advance Statistics, PCA, Clustering, PLN, Multivariate Regression & Forecasting.

Languages: Python, SQL & VBA

Platforms: SQL Server, MySQL, Notebooks (DataBricks), Anaconda & Spyder.

Reporting: Power BI

Digital Infrastructure

Cloud: Azure, AWS, S3, Blob & Synapse.

Architecture: Docker, Kubernetes+Rancher, LAMP

Web and Digital Marketing

Web: HTML, CSS, JS & PHP, Odoo, Wordpress and Moodle.

Digital Marketing: CRM, Email Marketing, Google Search Console and SEO

Online Adverting: Google AdWords, Facebook Ads and Twitter for Business.

UI and 3D Modelling

Design: Photoshop, Illustrator InDesign, Dreamweaver, and Premiere.

3D Modelling: Autocad, SketchUp & vRay