

EXPERIENCE

Senior Lead Software Engineer / Citi Banamex Divestiture Project (Virtusa) / Jul-2025 - Current
Citi Global Mexico Divestiture (Dahlia) program, focused on isolating Banamex risk-control and compliance applications from Citi's global infrastructure.

- Develop SQL pipelines, data mappings and logic documentation to support migration, data isolation, and regulatory reporting.
- Designed data validation frameworks and supported testing and data quality processes.
- Translate business, compliance, and regulatory requirements into data integrations, quality validations, and reporting pipelines aligned to IBM OpenPages and other tailored solutions.
- Support testing, validation, and data quality processes ahead of application separation and infrastructure stand-up for standalone Banamex.

Data Tools Used: Oracle PL/SQL, Python, PySpark, IBM OpenPages, Github, Jira, Confluence, ETL Pipelines, Data Modeling

Senior Data Analyst / Spin (Digital FEMSA) / May-2022 to Aug-2025

Part of a transversal team providing analyses, dashboards, business insights, data models and infrastructure.

- Analytics lead for Remittances: reporting, growth insights, product KPIs, and optimization initiatives and strategies for one of Spin's fastest-growing financial products.
- Managed business and technical stakeholders in various cross-functional projects with the objective to consolidate the debit card ("Spin") and Loyalty Program ("Premia") KPIs to increase user usage and retention as an ecosystem.
- Led the data and reporting architecture for FEMSA's Workstream cross-store ecosystem KPIs.
- Built advanced dashboards, internal reporting tools, and data visualizations, collaborated with engineering teams on custom, data-driven UI components.
- Developed data visualization guidelines and procedures used as a standard that resulted in time reduction of deliverables to the business stakeholders.
- Conducted deep-dive analyses on user behavior, funnel performance, and ecosystem engagement trends to guide product roadmap and business strategy

Data Tools Used: GCP, Databricks, Synapse, Azure, Big Query, AWS, SQL Server, Tableau, Google Analytics, Figma (for Dashboard Prototyping), Jira, Confluence, Python, PySpark SQL, A/B Testing, Clustering, Regression.

Data Analyst / Clip / Oct-2021 to May-2022

Built full end-to-end transaction funnels and performance metrics for remote payments (card-not-present).

- Led the creation of dashboards, analyses, reports, and A/B testing of marketing and campaign initiatives to improve conversion rate and reduce churn and fraud as well as to measure success of new products (pay with link, QR) within remote payments.
- Ran behavioral analyses of merchants based on industry, adoption, retention curves, churn, risk.

Data Tools Used: Databricks, Snowflake, Periscope, Looker, Github, Jira, Google Analytics, Appsflyer, Segment, SQL, Python.

Data Analyst / Alphacredit / Dec-2020 to Sep-2021

Stakeholder management of different areas, including finance, operations, sales, risk management, portfolio management and IT

- Defined and follow-up KPI's to provide relevant findings to business units by querying, building, and extracting data from multiple sources.
- Created dashboards for comprehensive monitoring of the KPIs and OKRs.
- Helped and provided feedback with implementation of GCP and construction of the datalake.

Data Tools Used: Big Query, SQL Server, PostgreSQL, Trello, Jira, Tableau, Python.

Business Intelligence and Business Development Lead / Grupo R Terminales Division (Oil & Gas) / Nov-2019 to Jun-2020

Oversaw operations in 4 locations and at the corporate level.

- Led negotiation with clients and suppliers in tender offers and RFPs securing new contracts.
- Managed client relationships of new and existing contracts.
- Developed data-driven commercial strategies by analyzing oil reservoir data and market trends, identifying high-value opportunities that informed investment decisions and client proposals.
- Led financial and market analysis, delivering executive-level reports on budget performance, actual vs. forecasted sales, and strategic recommendations to board members and key stakeholders.

Data Tools Used: Salesforce, Excel, Power Pivot, Power Query, Power BI

Business Analyst – Valero Energy (2nd largest oil and ethanol refinery in the US) – Nov-2017 to Jun-2019

Participated in opening 3 gasoline and diesel transloading terminals serving Monterrey, Guadalajara, and Chihuahua: sole responsible of the Monterrey terminal on the corporate side.

- Oversaw end-to-end supply chain operations for Monterrey's terminal, managing client, carrier, and vendor relationships while optimizing sales orders, inventory forecasts, and logistics for fuel distribution.
- Created databases of Mexican fuel market and interactive Power BI reports of prices, margin, and sales volume.
- Delivered economic and pricing analyses, margin analyses, market share, actual sales vs forecasts.

Data Tools Used: Excel, SAP, Power BI, SQL, Python

EDUCATION

EGADE Business School – Tec de Monterrey / Graduate Degree in Energy Management / 2016-2017

IE Business School / Exchange Program/ Madrid, Spain

Universidad Tec Milenio / BSc in Industrial and Systems Engineering / 2012 - 2015

SKILLS & TOOLS

Tableau ●●●●●
Power BI ●●●●●
Looker ●●●●●

Databricks ●●●●●
Google Cloud Platform ●●●●●
BigQuery ●●●●●
Snowflake ●●●●●
AWS (Athena / S3) ●●●●●

SQL ●●●●●
PySpark SQL ●●●●●
Python ●●●●●

Figma ●●●●●
Jira ●●●●●

Predictive Analytics ●●●●●
Propensity & Scoring ●●●●●
Segmentation & Cohorts ●●●●●
A/B Testing ●●●●●
Feature Engineering ●●●●●

Engineering Foundations
APIs / Microservices Concepts / CI/CD Basics
/ Git / Documentation / System Design / Data Lineage

Technical Growth Areas
d3.js / Dart Charts / TypeScript

LANGUAGES

Spanish **Native**
English **Bilingual**
Portuguese **Intermediate**

COURSES

DS4A / 2021
Data Science for All / Empowerment Cohort.
Immersive 13-week training program in practical data skills. Taught by instructors from top universities like Harvard and MIT, entry is merit based and competitive.

I-CORPS Program / 2017
National Science Foundation / Canvas BM. 2-month cohort collaboration team to launch specific and proprietary scientific projects into market.