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Spanish - native

English - full professional

German - B2

German citizen; authorized to work in Germany and the EU



PROFESSIONAL SUMMARY

Data & AI Engineering Manager (Analytics Manager at OneMagnify) leading a five-person team that delivers data pipelines, APIs, web applications and AI-enabled tools on Google Cloud for Ford departments.

HIGHLIGHTS

- Led the migration of a shared business intelligence reporting and delivery platform from on-premises tools, including Alteryx and Hadoop, to Google Cloud Platform over roughly one year, and defined the migration approach.
- Deployed the first machine learning model to production for Ford's European Customer Service, Marketing, and Sales team.
- Built the first recommendation algorithm pipeline for Ford Europe's Parts Portal and Wholesale CRM.
- Lead a 5-person team building data products, custom applications, and automation, and introduced AI-assisted development workflows and agentic automation.

EXPERIENCE

Analytics Manager — OneMagnify

Jan 2022 · Present · Cologne, Germany · Hybrid

- Work as a player-coach across solution design, development, consulting, and data delivery.
- Own delivery operations, roadmap prioritization, solution architecture, stakeholder management, standards, and mentoring.
- Deliver end-to-end solutions including BigQuery/Dataform pipelines, Looker Studio dashboards, Cloud Run Functions, internal applications, APIs, web applications, and workflow automation.
- Led migration of a shared business intelligence reporting and delivery platform from legacy tools including Alteryx and Hadoop to Google Cloud Platform over roughly one year.
- Expanded the delivery offering beyond data pipelines into APIs, web applications, and reusable delivery templates.
- Defined the migration approach to maximize speed, quality, and simplicity, and helped the team adopt shared best practices.
- Introduced AI-assisted development workflows and agentic automation to improve team velocity and make AI part of day-to-day technical delivery.
- Build AI-enabled internal tools such as chatbot/AI-agent interfaces, data-ingestion UIs, and workflow automation on top of cloud data platforms and APIs.
- Build, manage, or help manage systems used by Ford Customer Service Division, Customer Experience, Global Data Insights and Analytics, and Ford Pro.
- Support an estimated scope of four Ford departments, around five business stakeholders per department, and around twenty internal users per department.

OneMagnify is a service provider to Ford.

Data Scientist — OneMagnify

Apr 2020 · Dec 2021 · Cologne Bonn Region · Remote

- Developed classification models for purchase propensity and upsell targeting.
- Deployed the first machine learning model to production for Ford's European Customer Service, Marketing, and Sales team.
- Integrated model outputs into lead management, CRM, and digital advertising workflows.
- Managed the ML lifecycle and presented methodology and value to senior stakeholders.
- Helped define intelligent customer interaction workflows to reduce friction in the customer journey.

Senior Data Analyst — OneMagnify

May 2019 · Mar 2020 · On-site

- Implemented the first recommendation algorithm pipeline for Ford Europe's Parts Portal and Wholesale CRM.
- Developed market basket analysis to identify purchase patterns and cross-sell opportunities.
- Engineered pipelines that pushed lead segments into centralized loyalty and CRM tools.
- Replaced legacy manual reporting with automated systems that improved reliability and turnaround time.
- Partnered with business teams to align promotions, targeting, and operational execution.

Data Analyst — OneMagnify

May 2018 · Apr 2019 · Cologne Area, Germany · On-site

- Developed the Likelihood to Service model and accessories cross-sell logic.
- Ran feasibility studies and diagnostics that defined infrastructure requirements for future ML deployment.
- Built segmentation frameworks that connected analytics with business operations.
- Executed pilot projects in forecasting and behavioral analysis for future automated customer interaction workflows.

Quantitative Market Researcher — Freelance, self-employed

2014 · 2017 · Santo Domingo, Dominican Republic

- Advised agencies on appropriate methodology for client information needs.
- Designed samples and questionnaires.
- Coordinated surveying teams to meet deadlines.
- Analyzed data, created reports, and presented findings to stakeholders.
- Served agencies including Lupa RD and QualiGlobal.

Senior Market Intelligence Analyst — Claro RD

Jun 2012 · Sep 2015 · Dominican Republic

- Designed and executed quantitative market research projects for Marketing, Advertising, Product, and Customer Service departments.
- Created and supported monthly reports of marketing metrics including brand awareness and customer satisfaction.
- Worked on churn prediction, marketing mix modeling, brand equity measurement, optimal store distribution, and customer satisfaction driver analysis.
- Applied methods including conjoint analysis and logistic regression to commercial decision problems.

Market Research Analyst — Dichter & Neira Research Network

Jun 2011 · Jun 2012 · Dominican Republic

- Worked on market research delivery, analysis, and reporting.
- Gained firsthand experience with manual research operations, survey analysis, open-ended coding, and client reporting.

EDUCATION

MSc Economics — University of Konstanz

2015 - 2017

Thesis: Business Cycle Asymmetries and Loss Aversion.

Postgraduate Diploma, Statistics Applied to Business — Instituto Tecnológico de Santo Domingo

2013 - 2014

Focus: statistical analysis, probability theory, statistical inference, econometrics, and time series analysis for business decision-making.

Bachelor's Degree, Marketing — Pontificia Universidad Catolica Madre y Maestra

2007 - 2011

SKILLS

PROGRAMMING

— Python, SQL, JavaScript/TypeScript, R

GOOGLE CLOUD

— BigQuery, Dataform, Cloud Run, Cloud Run Functions, Pub/Sub, Cloud Scheduler, Cloud Build, Cloud Deploy, Artifact Registry, Secret Manager, Identity-Aware Proxy, Apigee, Cloud Logging, Cloud Monitoring

INFRASTRUCTURE AND DELIVERY

— Terraform, Docker, Tekton

APPLICATION DEVELOPMENT

— FastAPI, Flask, Node.js, Express, React, Next.js, Angular, Vite, Tailwind CSS, Streamlit, Dash

BI

— Looker Studio

DATABASES

— BigQuery, PostgreSQL, Oracle Database / Oracle SQL, Microsoft SQL Server, Teradata

AI AND AGENT FRAMEWORKS

— LangChain, LangGraph, OpenAI Agents SDK, Vercel AI SDK, Model Context Protocol (MCP), Ollama

AI-ASSISTED DEVELOPMENT

— Claude Code, Codex, Cursor, GitHub Copilot, OpenCode

DESIGN

— Figma, Google Stitch

LANGUAGES

— Spanish — Native

— English — Full professional

— German — B2

INTERESTS

— Analytics leadership and decision systems

— Data products and self-serve analytics

— Applied AI, LLMs, and agentic automation

— Business operations and workflow automation

— Market research and customer insights