

# Jaime Elguero Tejera

## WORK EXPERIENCE

---

### **Mahou San Miguel**

**Madrid, Spain**

*New Technologies Manager*

*2023 - Present*

- Spearhead the development of NoCode solutions across various departments, streamlining workflows and enhancing operational efficiency.
- Oversee the deployment of autonomous fridges leveraging computer vision technology, revolutionizing inventory management and customer experience.
- Lead a team in the creation of a solution for automated data extraction from delivery notes, reducing manual effort and minimizing errors in data processing.
- Conduct in-depth analysis and develop business cases for innovative solutions integrating robotic technology, contributing to strategic decision-making and fostering a culture of innovation within the organization.

### **CUNEF**

**Madrid, Spain**

*Associate Professor*

*2022 - Present*

- Designed full Data Visualization class curriculum and instructed it to Data Science Master's degree students.
- Supervised Master's thesis projects.

### **Domestika**

**Madrid, Spain**

*Senior Data Scientist*

*2022 - 2023*

- Designed and developed a budget allocator model to automate and optimize paid media marketing expenditures.
- Applied Marketing Mix Modelling techniques to analyze the impact of paid media marketing channels.
- Contributed to the development of a personalized CRM email recommender system aimed at improving conversion rates.
- Configured API connections to facilitate the exchange of data with external providers.
- Produced stakeholder reports and visualizations to support informed decision-making.

### **ING**

**Madrid, Spain**

*Data Scientist*

*2019 - 2022*

- Designed and implemented a global recommendation engine using customer behavior data analysis, resulting in a 30% increase in click-through rates and a 10% increase in conversion rates, while enhancing commercial communication strategies and improving personalization.
- Conducted feasibility analysis of a customer CO2 footprint evaluator based on transactional data.
- Created an NLP-based transaction categorization tool to automate the categorization of internal and PSD2 transactions.
- Designed an in-house package for automating feature selection, hyperparameter tuning, and exploratory data analysis in both pandas and Spark.

### **Sanoma**

**Helsinki, Finland**

*Data Scientist*

*2019*

- Designed, developed, and implemented a movie recommendation system for Ruutu, an online video-on-demand service, taking full ownership of the project.

### **Management Solutions**

**Madrid, Spain**

*Web Developer*

*2018*

- Created a .NET-based web application to streamline administrative tasks in support of an internal digital transformation initiative.

### **Everis (now NTT Data)**

**Madrid, Spain**

*SAP Developer*

*2017*

- Revamped internal financial and operational reports utilizing SAP S/4 HANA technologies to enhance database performance and optimize reporting processes.

## EDUCATION

---

### **Aalto University**

**Helsinki, Finland**

*Master's degree in Data Science (2nd year)*

### **Polytechnic University of Madrid**

**Madrid, Spain**

*Master's degree in Data Science (1st year)*

*Bachelor's degree in Industrial Engineering*

## SKILLS AND INTERESTS

---

*Language:* Spanish (native), English (C2), French (C1)

*Computer:* SQL, Python, Spark, Docker, Bash, DataViz, HTML/CSS, Javascript, R, Airflow, dbt

*Finances:* Investment Foundations certificate (2021) by CFA Institute

*Scrum:* Product Owner (2020) and Scrum Master (2020) certificates by Scrum.org

*Digital Transformation:* Digital Transformation (2022) certificate by MIT Professional Education

## LEADERSHIP AND OTHER AFFILIATIONS

---

**Toastmasters Madrid**, member and VP Membership

*2023 - Present*

- Member of this club focused on developing public speaking and leadership skills.
- In charge of managing and promoting memberships

**EIT Digital Alumni**, local collaborator

*2019, 2022 - 2023*

- Conceptualized, planned, and promoted two large-scale events for over 150 EIT Digital students and alumni.