

Fernando Hausmann

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EMPLOYMENT

- **Adjunct Lecturer, Dept. Of Quantitative Methods, CUNEF Universidad**
Teaching Data Collection and Processing and Data Engineering courses
Sept 2025 – now
- **Director of Digital Transformation** | HomeServe Spain | Madrid (Multinational Insurance Company) Oct 2019 – 2025
- **Director of Retail, CPG & Distribution Channels** (Board Member) | Omega CRM Consulting | Madrid (Mid-size Technology Consulting Firm) Jan 2019 – Oct 2019
- **Managing Partner** | Estrategias ROX | Madrid (SME, B2B and B2C Consulting) Oct 2016 – Dec 2018.

Entrepreneurial and Innovation Initiatives

- **CEO & Founder** | Bowebo | Madrid (Startup, E-commerce Sector) Jun 2015 – Sept 2016
- **CEO** | Shukran Group | Madrid (From Startup to Mid-size Company, Hospitality Sector) Jun 2010 – May 2015
- **Operations Director** | Comunitae | Madrid (Startup, Fintech Sector) Jun 2008 – Jun 2010

Other Notable Previous Roles

- (2006–2008) **Country Manager** at Transcom Worldwide (Multinational, Financial Sector):

- (2005–2006) **General Manager** at Credico Marketing Spain (Multinational, Financial Sector):
- (2002–2005) **General Manager** at Lexxel Servicios Empresariales (SME, Financial and Business Services)

EDUCATION

- Online Master in AI & Innovation – Founderz (Microsoft), Mar 2024 – Nov 2024
- Digital Business Executive Program (Dibex)- ISDI, Oct 2017 - Jan 2018
- Master in Financial Management - CEMAD, Jan 2003 - Jun 2003
- Law and Economics and Business Administration - ICADE (E-3), Oct 1987 - Jun 1993

Certifications

- Project Manager Professional (PMP) Certificate - PMI, Aug 2023
- Salesforce Certificate (Admin, Marketing Cloud and Pardot), May - Jun 2018

FIELDS OF INTEREST

- Digital Transformation, AI Innovation and AI Agents, Education, Digital Marketing