

IT OPERATIONS & SERVICE DELIVERY EXECUTIVE | TECHNOLOGY TRANSFORMATION

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PROFESSIONAL PROFILE

Technology and operations executive with extensive experience leading complex IT operations, service delivery, and digital transformation initiatives across financial services, government, and large enterprises. Proven track record of managing mission-critical services, leading teams of up to 350 professionals, and overseeing business portfolios generating up to EUR 30.6M in annual revenue.

Combines operational excellence, financial discipline, and strong commercial acumen to drive service performance, business continuity, profitability, and sustainable growth. Experienced in turning around high-risk projects, optimizing service delivery models, strengthening operational governance, and building trusted C-level relationships across Mexico, the United States, and Europe.

Brings a strategic, results-driven approach to IT Operations and Technology Services leadership, leveraging commercial expertise to strengthen client relationships, expand existing accounts, and unlock growth opportunities through operational excellence.

EXECUTIVE RESULTS

- Santander Mexico: increased annual sales from EUR 25M to EUR 30.6M between 2021 and 2022, representing cumulative growth of 22.4%, with account margin above 25%.
- Banking infrastructure: consolidated 12 vendors into an integrated model, coordinated 8 areas, 25 projects, and up to 350 professionals; contributed to reducing incidents by 30% and server obsolescence by 30%.
- SAT: led an infrastructure operation worth MXN 800M annually with 300 specialists; the contract closed with a 40% margin and zero contractual penalties.
- Critical operations recovery: led the recovery of Santander's CXM project, which was more than 12 months behind schedule and exposed to a potential MXN 50M penalty; the project went live in more than 100 branches, and I collected MXN 250M associated with the project by its close in February 2025.
- Technology transformation: led programs with budgets exceeding USD 15M and teams of more than 100 professionals; generated savings exceeding MXN 1M per month from rework reduction in infrastructure, testing, and CFDI projects.

EXECUTIVE COMPETENCIES

IT Operations • Service Delivery • Complex Operations • Financial Services • Managed Services • ITIL • SLA Management • Incident & Problem Management • Vendor Management • Program & Portfolio Management • P&L Management • Revenue Growth • Digital Transformation • Cloud • Data & AI • Customer & Stakeholder Management

01 / OPERATIONS, RECOVERY & GROWTH

EPAM NEORIS | November 2025 – September 2026

Head of Banking, Mexico | Mexico

- Led banking operations in Mexico, overseeing service delivery, business performance, and cross-functional collaboration with commercial and global delivery teams.
- Oversaw three banking accounts—Santander, BBVA, and BX+—while driving opportunities across digital banking, Data & AI, cloud, testing, software engineering, and managed services.
- Managed a USD 11M sales pipeline, with cumulative invoiced revenue reaching USD 7M by September 2026. Secured two software development services contracts with Santander, helping elevate the company from eighth to third place in assigned work volume.
- Expanded the banking team from 50 to 96 professionals between January and September 2026 and contributed to securing Santander's CPA contract renewal for 2027.

02 / CRITICAL OPERATIONS & BUSINESS RECOVERY

INDRA / MINSAIT | January 2024 – November 2025

Critical Operations Director | Mexico

- Directed the recovery and stabilization of mission-critical technology programs, ensuring service continuity, delivery quality, and financial performance in high-risk operational environments.
- Successfully turned around Santander's CXM program, which was over 12 months behind schedule and exposed to potential contractual penalties of MXN 50M. Led a 50-person consulting and development team, rebuilt client confidence, and successfully deployed the CRM solution across more than 100 branches in January 2025.
- Secured the collection of MXN 250M in project-related payments by February 2025, bringing the engagement to a successful financial close.
- Led the recovery of GNP's testing services account following a decline in annual revenue from MXN 70M to MXN 40M, increasing billing by 10% within nine months and reactivating previously disengaged business units.

INDRA / MINSAIT | January – December 2023

Vertical Operations Director | Mexico / Spain

- Coordinated Finance, Human Resources, and Legal to balance cost, quality, service, and continuity across projects in different regions.

SELECTED PROJECTS

- BioOnboarding | Project sales value: MXN 81.7M. Following authentication vendor failures that caused the loss of approximately 250 customers per day, formed a 25-person SWAT team, identified technical failures, replaced the authentication software, and renegotiated the contract so the vendor assumed 50% of the loss. Stabilized the service and helped recover the affected customer base.
- Patching & Vulnerability Management | Project sales value: MXN 106M. Coordinated a 30-person team to correct the client's CMDB and stabilize change-window scheduling, enabling timely execution and reducing recurrence and rework.
- CFDI Platform Obsolescence | Project sales value: MXN 11.4M. Coordinated specialists to resolve migration issues and business rules, automate processes, and reduce rework, generating savings exceeding MXN 1M per month.

03 / BUSINESS GROWTH & SERVICE EFFICIENCY

INDRA / MINSAIT | January 2021 – December 2022

Commercial Director — Santander Mexico | Mexico

- Led Santander Mexico's end-to-end account across banking, consulting, software development, infrastructure, and BPO, starting from annual sales of EUR 25M.
- In 2021, managed a sales pipeline of EUR 33M and closed sales of EUR 28M. In 2022, expanded the pipeline to EUR 36M and achieved sales of EUR 30.6M through customer retention and the award of Digital Onboarding and branch-service initiatives.
- Delivered cumulative growth of 22.4% from the EUR 25M baseline to EUR 30.6M, with account margin above 25%.

04 / INFRASTRUCTURE, CONTINUITY & CONTROL

INDRA / MINSAIT | January 2019 – December 2020

Infrastructure Commercial Director | Mexico

- Grew Santander SGT and Payment Services business, increasing annual contract value from MXN 180M in 2018 to MXN 350M in 2020.
- Expanded the portfolio from 16 to 28 projects and maintained renewals across the portfolio during my tenure.
- Improved the area's margin from 22% to 30% by the end of 2020.

INDRA / MINSAIT | January 2016 – December 2018

Head of Infrastructure Service Delivery | Mexico

- Managed infrastructure operations for Santander, BBVA, and other banks, coordinating 8 areas, 25 projects, and a team of up to 350 IT professionals.
- Maintained incident management performance within agreed SLA thresholds: 3 critical, 16 high, and 25 medium. Transformed the resource management model into project management within a multi-client framework, improving cost efficiency and service capacity.
- Managed projects with projected revenue of approximately MXN 180M and a 22% margin. In banking infrastructure operations, contributed to consolidating 12 vendors, reducing incidents by 30%, and decreasing server obsolescence by 30%.

INDRA / MINSAIT | February 2012 – December 2015

Infrastructure Service Delivery Executive | Mexico

- Led the SAT infrastructure operation with 300 specialists under an annual MXN 800M contract, covering databases, operating systems, and ITIL-based management.
- Maintained direct engagement with SAT's Central Administrator and participated in its executive committee. Ensured continuity during operational crises and a change of government, supporting the infrastructure for the taxpayer base and the country's customs operations.
- The contract closed after four years with a 40% margin and zero contractual penalties. Addressed a reported 1% incident deviation through structured governance and accountability controls and documented allocation of responsibilities.
- Renegotiated SLAs and established an incident-control and evidence office that mitigated 75% of penalties initially attributed to the service by analyzing intervention times and documenting responsibility allocation among vendors.

05 / INTERNATIONAL EXPERIENCE & TECHNOLOGY TRANSFORMATION

ING | December 2010 – January 2012

Regional PMO | Mexico / Atlanta / The Netherlands

- Drove regional IT project performance through global contract negotiations, process standardization, and implementation of a SOC across six countries, focused on securities-trading operations monitoring and regulatory compliance. The operation monitored approximately 500,000 transactions per day with a regional team of 40 people.

HP / EDS | January 2001 – December 2010

Project Manager → Senior Program Manager | Mexico / United States / Canada

- Led technology transformation programs for government and transportation, with distributed teams of more than 100 professionals and budgets exceeding USD 15M.
- Led the nationwide deployment of tax filing and payment platforms for SAT and contributed to recovering a failed critical project, restoring customer confidence and securing a two-year support extension.
- Managed initiatives for Aeroméxico, Mexicana, and Interjet, including crew management systems with an investment exceeding USD 4.5M, a sales portal, and a corporate intranet.

06 / EDUCATION & CAPABILITIES

- MBA — EGADE Business School, Tecnológico de Monterrey (2021).
- Bachelor's Degree in Administrative Systems — Tecnológico de Monterrey.
- Executive programs: Strategic Planning — ITAM; Management Skills — Tecnológico de Monterrey; Information Technology — Universidad Pontificia Comillas, Madrid.
- Frameworks and certifications: ITIL Foundation v3; Six Sigma Green Belt; CMMI. PMP certification earned; currently inactive
- Artificial intelligence training: AI Run, covering generative AI tools; Artificial Intelligence in the Business Environment course.
- Languages: native Spanish; English: Full Professional Proficiency; German A1.
- Technology and services: general knowledge of AWS, Google Cloud, and Microsoft Azure; Microsoft Dynamics and Salesforce; managed infrastructure services, software factories, and testing.