ROBERTO TORRES

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Business & Data Analytics Leader | Data Strategy & Governance

Data Analytics leader with 13+ years' experience in Latin America, including pharmaceuticals and other regulated industries, using business analytics and customer insights to drive growth, investments and strategic decision-making. I connect customer behavior, segmentations, market insights and market dynamics with business strategy, portfolio management and performance tracking.

WORK EXPERIENCE

ThruIQ - Data & AI

www.thruiq.com

Founder & Principal - **Freelancer**   **08/2025 - Present**

- Design data pipelines and AI models in Python, DBT and GCP for a confidential ecommerce solution that uses AI agents and RAG to support user decisions and marketing strategies.
- Expanding analytics and AI solutions using a portfolio of five end to end projects from my data analytics certification at the University of Texas.
- Build and test predictive models for visa approval, food delivery demand, hotel reviews, loan default and student performance to gain business insights for marketing evaluation.
- Create experimental dashboards in Python and BI tools to explain customer behavior, market patterns and overall business performance for better competitive positioning.

Cargill

Senior Software And BI Engineering Manager   **12/2021 - 09/2025**

- Led a full-stack development and business intelligence team of 22+ people serving Latin America and North America, delivering more than 20 solutions over 3 years with 94% client satisfaction.
- Delivered portfolio optimization and reporting using analytics that enabled 3M dollars in savings and reinvestment in CAPEX and OPEX.
- Managed development and individual development planning, leading a cross-functional team and collaborating with key stakeholders to align technology strategies and governance.
- Facilitated development plans with actionable feedback and mentoring that reduced attrition to 0% over 3 years and improved team engagement and stability, reaching 96% approval in internal employee surveys.
- Recognized as a top performer for 3 consecutive years using innovation, deep knowledge of stakeholders and taking data-driven decisions to continuously improve the delivery of results within the team and personally.

Senior Lead - Data Analytics   **02/2020 - 12/2021**

- Redesigned the analytics architecture, lowering monthly support tickets from +4 to 1 for the core reporting platform with the use of business intelligence tools (R, Power BI, SQL)
- Developed and implemented 45+ Tableau dashboards, moving key reports from manual spreadsheets to self-service views, bringing refresh times down from 3+ hours to seconds.
- Defined and implemented data governance practices (standards, documentation and QA) for the analytics team, improving reliability and audit readiness of reports and datasets.
- Implemented SDLC best practices, roadmap standards and info-management guidelines to align internal and external stakeholders.
- Reduced ELT time from 7 hours to 47 minutes and release time from 16 hours to about 1 hour, implementing scalable solutions that were trusted by senior stakeholders.

Pfizer

Data Analytics Specialist   **07/2017 - 01/2020**

- Led business analytics and business intelligence using Alteryx and Spotfire for Audit and Compliance in a pharmaceutical setting with a global reach.
- Built Spotfire dashboards and scorecards that reduced manual reporting effort by around 42% for audit and compliance teams.

- Worked with Finance, Compliance and Operations to standardize metrics and promote a data-driven culture in multicultural teams, facilitating actionable insights through data visualization.
- Acted as an SME connecting business goals with technical teams and good stakeholder management, identifying opportunities to improve efforts and time using data analytics as the main driver.

Hewlett Packard - DXC

Business Intelligence Specialist   **06/2015 - 06/2017**

- Led 18-member team delivering analytics solutions with Power BI, Tableau, Vertica, Java, and SAP HANA.
- Acted as Scrum Master and lead developer for a key BI solution (Earth Insights), ensuring predictable releases and clear communication with stakeholders.
- Delivered BI and portfolio analytics solutions with Power BI, Tableau, Vertica, and SAP HANA, supporting executive decision-making and improving client retention by 17%.

Account Delivery Lead   **06/2012 - 06/2015**

- Led a team of 25 developers supporting 400+ applications in the Oil and Gas industry in Canada.
- Led escalation calls to tackle customer issues, coordinating with subject-matter experts and executive stakeholders; improved SLA compliance from 58% to 89% and reduced breaches from 42% to 4%.
- Worked collaboratively to refine internal OLAs and on-call rotations, reducing service escalations and improving the stability of production environments along with business operations.

Technology Consultant   **06/2010 - 06/2012**

- Delivered FICO solutions developed in ABAP to streamlined financial operations for multinational organizations, cutting daily manual operations from 4 hours to less than 5 minutes.

EDUCATION

MSc Data Science & Artificial Intelligence (In progress)

University Of Liverpool   12/2026

Master Business Administration (Finance)

Instituto Tecnológico De Costa Rica   11/2012

BSc - Computer Engineering

Instituto Tecnológico De Costa Rica   10/2007

CERTIFICATIONS

Statistics & Data Analysis in Public Health   12/2025

Imperial College London

Postgraduate in Data Science and Analytics   02/2025

University of Texas at Austin

Organizational Leadership   12/2023

Harvard Business School.

Lean Six Sigma - Yellow Belt Certification   10/2023

Cargill

Certified Scrum Master & Certified Product Owner   04/2023

Scrum Inc.

SKILLS

Tech Skills: AI Agents, AWS, Business analytics, Business intelligence tools, Customer insights, Data architecture, Data governance, Data infrastructure, Data integrity, Data visualization, dbt, GCP, JS, LLM, Machine learning, Market insights, Pharmaceuticals, Portfolio management, Power BI, Predictive analytics, Predictive modeling, Python, RAG, React, Scorecards, Snowflake, Spark, Tableau

Soft Skills: Actionable insight, Analytical, Collaboration, Compliance, Continuous improvement, Cross functional collaboration, Customer focus, Data driven analysis, Global mindset, Governance, High performing teams, Innovation, Multicultural work, People Management, Prioritization, Resource utilization, Senior leadership partner, Stakeholder engagement, Strategic decision making, Team leadership