Ángel Ortiz Pérez

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Summary

Results-driven professional with over two decades of experience leading Customer Experience (CX) and Digital Transformation strategies for industry leaders.

With 30 years delivering impactful projects, including more than 9 years at first-class software vendors like Oracle and Salesforce, 8+ years leading digital transformation projects for Customer and Employee Experience at end customers such as Unidad Editorial and Prosegur, my focus is on optimizing customer and employee experiences through innovation and the implementation of cutting-edge Cloud platforms.

I possess deep expertise in designing and optimizing comprehensive Customer Journeys and Employee Journeys, translating complex business needs into actionable technological roadmaps with a proven ROI in every project.
And a proven track record of significant achievements, including tripling sales, extending customer Lifetime Value (LTV) and demonstrably improving key performance indicators such as NPS, eNPS, and Churn ratios.

Experience (today - 2014)

salesforce
Senior Account Executive
DOUBLE STAR RANGER

February 2022

I specialize in empowering clients to fully leverage the comprehensive capabilities of Salesforce's CRM 360 platform, ensuring they achieve maximum value and business impact.

My expertise lies in deeply understanding customer challenges and translating them into optimal Salesforce solutions, encompassing the entire marketing, sales, and service stack, including cutting-edge Predictive and Generative AI innovations like Agentforce, to drive superior results and build lasting customer trust.

January 2022

PROSEGUR
Employee Experience Officer (CEXO)

I spearheaded the creation and leadership of the Employee Experience (EX) department, building a team of 49 professionals. I designed comprehensive Employee Journeys and deploying cutting-edge technology to drive the company's worldwide digital transformation across key HR pillars including recruiting, talent, compensation, and development.

My initiatives included leveraging the latest AI to enhance recruiting processes and developing a new mobile app that streamlined daily tasks for employees. Furthermore, I engineered a new Dashboard (eNPS, Headcount, Rotation) to effectively measure and track the progress of digital transformation within the employee workforce, showcasing a strong ability to translate employee needs into impactful technological solutions.
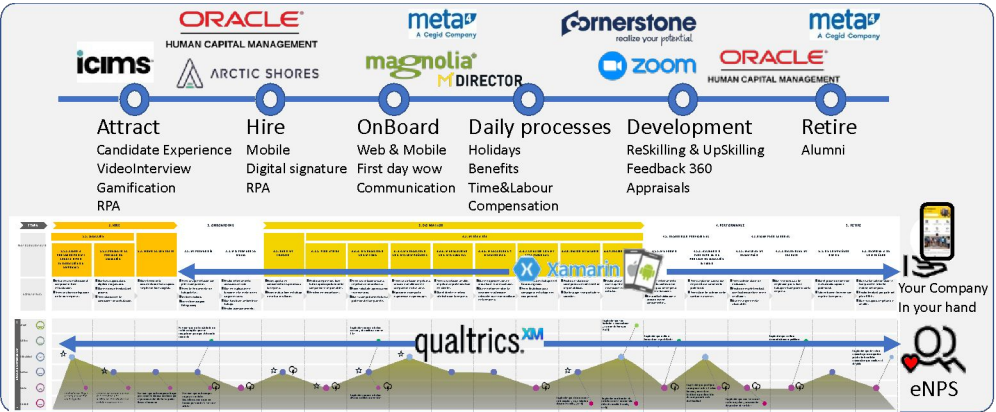
July 2018

June 2018

Unidad Editorial
Customer Experience Officer (CXO)

At Unidad Editorial, I established and led the Customer Experience (CX) department, building a robust team of 8 professionals, including dedicated CX consultants for Marketing, Sales, Digital subscriptions, and Service, alongside technical experts in UX, Social, and Payment methods. I was responsible for designing comprehensive Customer Journeys and orchestrating the deployment of all technology to manage the entire customer lifecycle in the Media industry. We delivered a superior multichannel experience, which resulted in a threefold increase in sales and extended customer Lifetime Value (LTV) to 4.5 years.
Key technology initiatives I spearheaded included implementing the following technologies. Furthermore, I connected all systems with our BigData platform to deploy a new Next Best Action (NBA) project leveraging Machine Learning.

EL MUNDO
MARCA
Expansión
TELVA

CHEETAH DIGITAL · Magento · Microsoft Dynamics 365 · Microsoft Azure · ORACLE SERVICE CLOUD

Marketing Cloud   **eCommerce**   **Sales & Subscription Platform**   **Customer Care**

October 2014

Experience (2014 - 2000)

October 2014

September 2014

During my extensive tenure at Oracle, I specialized in driving sales and strategic adoption of critical enterprise solutions for large accounts.

CX Applications Sales Manager

As a Customer Experience Sales Specialist, I enabled clients to leverage Oracle's comprehensive Customer Experience Management offerings, including Web, Social, and Voice Customer Service with full Social CRM capabilities (both On-Premise and SaaS).

El Corte Inglés — Lead Account Manager All Oracle Products

EROSKI — Multichannel HelpDesk for supermarkets

Barceló HOTELS & RESORTS — Global Multichannel Customer Care

Desigual — Oracle ATG Chat & C2Call (23 Languages)

Strategic Accounts Sales WebCenter & ECM2.0

My role evolved into a Strategic Accounts Sales Representative for Oracle WebCenter and Enterprise 2.0, where I partnered with major clients to define and plan their digital transformation roadmaps. This encompassed a wide range of solutions, including portals, intranets, document management, digital asset management, web content management, and records management. I effectively translated complex business requirements into tangible technology solutions, managing Oracle Cloud deals and supporting customer deployments to maximize the value of Oracle's ECM products for clients across Spain and Portugal.

My experience at Oracle underscores my deep understanding of enterprise software sales, solution architecture, and guiding organizations through significant digital transformations.

ORACLE

September 2007

endesa — Global Online WCM

IBERIA — New Iberia.com

JAZZTEL — Document & Records Mgmt

PROSEGUR — Prosegur.com

Telefónica — Vivo WCM

SOLTOUR   **ANA Aeroportos de Portugal**   **MERCADONA**   **Gamesa**   **GOBIERNO DE ESPAÑA MINISTERIO DE EMPLEO Y SEGURIDAD SOCIAL**
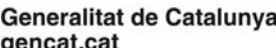
August 2007

eBusiness Director WCM & eCommerce

At Informática El Corte Inglés, I held a pivotal role as Programme Manager, overseeing all Enterprise Content Management (ECM) projects utilizing Vignette, FatWire, and Autonomy technologies, and managing key partnerships with these manufacturers.

As eBusiness Director, I led a large-scale operation encompassing 12 distinct teams and a total of 138 professionals, including design consultants, professional services, technical architects, project managers, and developers. My core responsibility was to manage the entire backlog of ECM, WCM, and eCommerce projects for the company. This challenging role demanded exceptional leadership and strategic oversight to orchestrate a complex portfolio of ongoing projects, support new sales initiatives, and ensure seamless collaboration across diverse technical and creative teams, ultimately driving the successful implementation of critical digital solutions..

El Corte Inglés   **terra**   **GOBIERNO DEL PRINCIPADO DE ASTURIAS www.asturias.es**   **Generalitat de Catalunya gencat.cat**   **movistar**   **Junta de Castilla y León**

atg   **VIGNETTE**   **VIGNETTE Autonomy**   **VIGNETTE Autonomy**   **VIGNETTE Autonomy**   **FatWire SOFTWARE**

Project Manager WCM & eCommerce

As a Project Manager within the eBusiness department, I spearheaded some of the inaugural Web Content Management projects in Spain utilizing Vignette CMS Technology. I was responsible for developing and implementing a multisite engine, enabling the deployment of websites across multiple languages. My leadership extended to managing diverse teams ranging from 7 to 57 professionals, encompassing Java developers, information architecture consultants, web designers, and quality control specialists, ensuring successful project delivery for a variety of key clients.

INFORMÁTICA El Corte Inglés

VIGNETTE Autonomy

iCEX España Exportación e Inversiones — Global Spain foreign office (128 web sites)

M Comunidad de Madrid www.madrid.org — Government of Madrid web

IBERIA — Iberia new Global Intranet

March 2001

Founder, CTO

As Founder and CTO of Silice Computers, I led the comprehensive design, business planning, creation, and successful launch of this startup, which was notably awarded with McKinsey's 'StartUp 2000'. This entrepreneurial endeavor, though impacted by the dot-com bubble after initial investment rounds, provided invaluable lessons in business resilience, strategic agility, and the critical importance of market timing and sustained innovation

SILICE Computers

January 2000

McKinsey&Company — StartUp 2000 1st Award

LaFactoría de internet — LaFactoria de Internet. Grupo Recoletos. 3rd best Business Plan

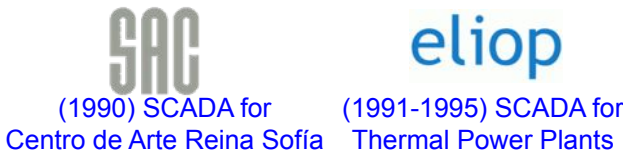# Experience (2000 - 1990)

January 2000

Project Manager

SHS Polar

January 1998

Project Manager for several Business Intelligence, Internet and Intranet projects. Managed different technologies from Business Objects, Microstrategy and Java, and small teams (between 3 – 7 people) to deploy projects for customers like:

Telefónica
INFOCAL: Intranet App for quality control

Telefónica Investigación y Desarrollo
SICE: Java application for Customer Data

Project Manager

Software Engineer

Developer January 1990

Started to work in 1990 as a Fortan77 & Assembler & Pascal & Visual Basic & C++ developer for SCADA systems (Supervisory Control And Data Acquisition). Was getting more responsibility and experience as a software engineer in several companies like these:

SAC
(1990) SCADA for Centro de Arte Reina Sofía

eliop
(1991-1995) SCADA for Thermal Power Plants

openbank
(1995) HP Open Systems XML Sinchronization, Automatic caller.

VISUAL TOOLS
(1995 -1998))SCADA for Intelligent Buildings, video security

Education

1987-1990
Degree in Computer Science & Business Administration
Universidad Pontificia Comillas

2000
Business Plan Development, Seminar
IESE Business School – University of Navarra

2004 - 2009
Master Degree in Computer Science
Universitat Oberta de Catalunya

Conferences and Awards

Instituto de Estudios | Cajasol BUSINESS SCHOOL
Associate Professor at Instituto de Estudios Cajasol master en gestión analitica avanzada de datos big data e IA from 2025.

UNIVERSIDAD COMPLUTENSE MADRID
Associate Professor at Universidad Complutense Master of Customer Experience from 2023.

ie BUSINESS SCHOOL
Associate Professor at Customer Experience & Inbound Marketing Program at IE Business School from 2017.

ESERP Business School | unir LA UNIVERSIDAD EN INTERNET
Have taught the methodology for Customer Journey Mapping from the Stanford d.school in several Spanish business schools.

d. HASSO PLATTNER Institute of Design at Stanford

DEC CXM
As a speaker, have done conferences about customer cases for Vignette, Fatwire and Oracle.
At his current position, have done presentations to explain the Customer Experience Officer role and Digital Transformation in Media Industry at DEC Association and CX Meeting (Youtube - 2015).

Expansión
Built and led the Customer Experience annual events in the leading economic newspaper in Spain at 2016, 2017 & 2018.

(04/28/2018) Customer Experience Event 2018 with: Microsoft, Seur, ING Bank, Atento, Telefónica, Ibercaja and econocom

(12/20/2017) Customer Experience Event 2017 with: IKEA, Ibercaja, Iberdrola, Vodafone, Seur and Aramon

(11/16/2016) Customer Experience Event 2016 with: Gas Natural, Ibercaja, Nationale Nederlanden and Pompeii

Platinum Contact Center Award (2016 & 2017): "Contact Center Magazine" is the most important monthly publication in Spain in the Multichannel Customer Care field. Got the award for the best multi-channel technology deployment for two consecutive years. One of them supporting one of his customers at Oracle (Barceló Hotels). The other by his own Multichannel Customer Care project in Unidad Editorial.

2016 Case Study "Digital Transformation at Unidad Editorial: Oracle recorded a video testimonial about our multichannel customer care project. This project was included into the Digital transformation strategy of the company. Several business kpis were improved and the company was a customer reference for Oracle Service Cloud.

ÁNGEL ORTIZ
DIRECTOR DEL ÁREA DE EXPERIENCIA DE CLIENTE
UNIDAD EDITORIAL

2018 Case Study "eCommerce strategy" at Unidad Editorial: Ebolution recorded a video testimonial about our eCommerce project. The core of the project was to deploy several eCommerce initiatives to sell subscriptions, editorial products, promotions, and vertical sport products linked to our newsrooms. The entire project was developed by eBolution using Magento technology.