


ALEJANDRO DE LA MORA

AI Solutions Architect Toronto, Ontario, Canada. Phone +1 437 243 3693 | Email: alex@seshwithfriends.org | LinkedIn: [linkedin.com/in/amorac/](https://www.linkedin.com/in/amorac/) | Website: [eloruga.com](https://www.eloruga.com) |  GitHub: github.com/Oruga420

PROFESSIONAL SUMMARY

AI Solutions Architect and Creative Technologist with 15+ years of experience evolving from QA engineering and project management into large-scale AI and automation systems. Proven track record of shipping 120+ production GenAI applications, leading AI adoption at scale, and delivering measurable business impact including \$1M+ in cost savings and 20,000+ hours reclaimed annually through automation. Expert at bridging experimental AI work with secure, scalable production systems using LLMs, RAG architectures, and agentic workflows.

CORE SKILLS

Artificial Intelligence & Automation

- Generative AI (LLMs)
- Agentic Workflows
- Retrieval-Augmented Generation (RAG)
- MCP Tools & AI Orchestration

Cloud & Web

- Google Cloud Platform (GCP)
- AWS
- Vercel
- Next.js

CRM & Enterprise Platforms

- Salesforce (Agentforce, AI Associate, SCA)
- Marketing Cloud Account Engagement (MCAE)

Technical & Leadership

- Agile / Scrum
- Project Management

PROFESSIONAL EXPERIENCE

Sesh | AI Solutions — Toronto, Ontario

AI Solutions Architect | *Nov 2021 – Present*

- Founded and led an AI consultancy delivering 120+ GenAI applications and 90+ AI chatbots for 30+ clients across multiple industries.
- Designed and deployed production-grade AI systems, including RAG pipelines, agentic workflows, and custom automation tools.
- Built AI-ready marketing websites and landing pages integrated with automation backends for real-time interaction and conversion.
- Led and grew a 100+ member AI community, delivering hands-on workshops and free education focused on practical AI adoption.
- Acted as principal architect across all engagements, translating ambiguous business intent into scalable technical solutions.

Assent — Canada

AI Solutions Architect (Contract) | *Feb 2025 – Nov 2025*

- Delivered \$1M+ in operational savings by designing and deploying agentic workflows and custom MCP tools that replaced manual processes.
- Increased internal AI adoption from 47% to 97% through secure, scalable GenAI implementations embedded into daily operations.
- Architected and productionized a multi-model AI stack using OpenAI, Anthropic, and Gemini, including live RAG integrations and governance controls to safely move prototypes into production.

Online Business Systems — Toronto, Ontario

Salesforce Consultant | *Jun 2024 – Nov 2024*

- Implemented Agentforce and Marketing Cloud Account Engagement (MCAE) solutions for enterprise clients.
- Designed AI assistants, engagement programs, lead scoring models, and automated email workflows aligned with sales and marketing teams.

Globalization Partners — Ontario, Canada

Salesforce Manager | Nov 2018 – Nov 2023

- Managed and scaled a large Salesforce organization with 1,000+ licenses across sales, marketing, and operations.
- Built the company's first internal GenAI chatbot (GIA), introducing early AI-assisted development and automation workflows.
- Acted as the technical bridge between business stakeholders and engineering teams to ensure scalable, compliant solutions.

Praxis — Mexico

Project Manager (Software Factory) | 2012

- Managed software delivery projects for Scotiabank under Time & Materials (T&M) delivery models.
- Owned resource allocation, timelines, and budget control, coordinating development, QA, and stakeholders.

Tata Consultancy Services (TCS) — Peru

QA Manager / Scrum Master | 2009 – 2010 *Client: Banco Cencosud*

- Led a 7-person QA team as QA Manager and Scrum Master.
- Owned sprint planning, delivery coordination, and QA strategy for banking systems.

Tata Consultancy Services (TCS) — Mexico

Senior QA Engineer | 2008 – 2009 *Client: Banco IXE*

- Worked on QA for check reading and processing machines in high-compliance financial environments.
- Validated accuracy, reliability, and edge-case handling for automated document processing systems.

EDUCATION

Ingeniería en Sistemas Universidad Marista de Mérida, México 2004 – 2007

COMMUNITY & PROJECTS

- **Founder:** 100+ member AI community focused on real-world AI education and adoption.
- **Public Contributor:** 100+ AI and automation projects available on GitHub.