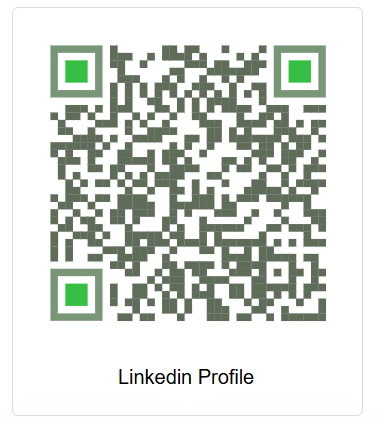
Eduardo **Salvador** **Rocha**

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**Key Words:**  Data Scientist | Innovation Manager | Project Manager | Scrum Master | Chemical Engineer

**Soft Skills:** Assertive communication, leadership, prioritisation, innovation, responsible, flexible, resilient.

**Professional Statement**

I'm an Innovation Manager and Data Scientist with over 10 years of experience leading data analytics and machine learning initiatives to facilitate business decision-making, generate positive financial impact, identify key trends, and enhance operational strategy. I also have a proven track record of mentoring individuals in academic and professional settings to master new topics and techniques.

**Skills**

***Github***: https://github.com/Salvatore-Rocha (Behavioral Economics, Financial and Predictive Dashboards, Data Extraction and Visualization of Stock Market Data)

***Project Management Tools:***: Agile (Scrum, Kanban, Lean), Traditional (Waterfall, L-gate/Stage Gate, PMO)

***Software for Data Analytics and BI***: Python (VS Code), R Studio, Minitab, Tableau, SQL, Snowflake, Power BI, Google Colab, Jupyter Notebook, Matlplot, Seaborn, Dash

***Management and collaboration tools***: Jira, Trello, MS Project, SAP, Salesforce, Miro, Zoho CRM, MS Office, Power Automate

**Professional Experience**

🗝 Rotoplas S.A. de C.V. (2020-2023)  
Manager in the Transformation Office (Scrum Master) - New Business Division (MX, US, PE)

• Coordinated the restructuring of the business innovation process with senior leaders from all related areas (Sales, Marketing, UX, COE, R&D, Manufacturing), achieving a 26% improvement in time efficiency, a 34% reduction in documentation, and simplified workflows.

• Partnered with McKinsey and the Agile Coach to establish the company’s Agile culture and create implementation guidelines for new business and associated areas; prepared bi-monthly reports to the Board of Directors with data and insights on the overall progress of the Agile program.

• Applied statistical methods and data modelling techniques to monitor and forecast the contributions of over 200 innovation and development projects to the projected corporate EBITDA for 2028; presented key reports to the directors of Marketing, R&D, and PMO to optimise portfolio alignment and resource allocation in line with the company’s goals.

• Managed Agile teams (product owners, marketing, field services, technology, customer service, UX-web design, etc.) across Plumbing Services (MX), MKT-Grow Bebbia (MX), Rieggo (MX), and Acuantia Septic Services (US) divisions; created 6–12 month product roadmaps, monitored KPI achievements, and facilitated stakeholder meetings with VPs, the CEO, and directors.

• Coordinated the incubation of new business divisions using Agile-Design Thinking-Lean Start-up methodologies, focusing on hypothesis creation, testing, experimentation, and value proposition development.

• Analysed the innovation project portfolio performance and associated risks to prioritise, segment, unify, or discontinue projects as appropriate, ensuring value delivery to the company.

• Supported the management and approval of annual budgets for new business validations.

• Led cross-functional teams in the development of purification and wastewater products from lab scale to post-launch, managing raw material imports, physicochemical tests, packaging and product stability assessments, necessary certifications (national and international), manufacturing (both in-house and outsourced), UX panel testing of prototypes, intellectual property legal processes, budget administration, and Go-to-Market claim validations.

• Created weekly overall progress reports and visualisations for the Innovation Area Director.

• Developed monthly reports and dashboards on innovation KPIs, including actionable insights (cost and expenses, ROI, % on-time delivery, project milestone adherence), and co-organized monthly meetings for Marketing and R&D directors.

🗝 Universität Hildesheim - Germany(2017-2020)  
Master's in Data Science / Research Assistant in the Department of Economics and Operations

• Published a research article with the Karlsruhe Institute of Technology titled "Algorithmic Trading Using Long Short-Term Memory Network and Portfolio Optimization," utilising Long Short-Term Memory (LSTM) neural networks implemented in TensorFlow to predict S&P 500 stock prices. This was followed by classical Markowitz portfolio optimization to model and simulate automated trading strategies over various time periods.

• Tesis: "A Heuristic Approach to the Flow Shop Scheduling Problem with Time-Varying Electricity Prices" (Python). Developed an algorithm in Python to optimise electricity costs in a plant with four sequential production lines. The program first finds an optimal solution using heuristic rules, which is then improved by approximately 4–10% in a second stage using a genetic algorithm.

• Deep Learning Project: Employed a Variational Autoencoder (VAE) implemented in TensorFlow and trained with 5,876 labelled images of 123 individuals (Cohn-Kanade dataset) for the classification and generation of human emotion images.

• Paper Review: Reviewed hyperparameter optimization methods for neural networks, including Bayesian Methods, Meta-Learning, Grid Search, and Knowledge Transfer.

• Paper Review: This work highlights the use of heterogeneous graph neural networks for event detection (Trends) and prediction on social networks, with a case study on Twitter.

• Served as a Teaching Assistant for the courses Modern Optimization Methods (Mathematics) and Advanced Marketing Analysis Techniques (covering principal component analysis, clustering, multidimensional scaling, conjoint analysis, time-series forecasting, predictive modelling, recommender systems, rank modelling, and outlier detection).

🗝 Colgate Palmolive Global Technology Center (GTC) México (2013-2017)  
R&D Engineer in the Home Care Division, European Region.

• Oversaw the manufacturing, physicochemical stability evaluation, and market production for the European portfolio of home care products.

• Managed, created, and updated over 40 product formulations (BOM) within the SAP system.

• Executed innovation strategies, formula optimization, line extensions, and qualification of new materials aligned with the company's global savings objectives.

• Developed data modelling projects and statistical frameworks to optimise manufacturing and logistics costs, achieving savings of approximately 150k Euros; improved experimental design efficiency with predictive models, reducing pilot plant execution times by 26%; and established mathematical foundations to adjust and align KPIs across manufacturing plants for over 10 products.

**Education**

(MSc) Master's in Data Analysis and Machine Learning

Univesität Hildesheim (German Grading 1.6/1.0)

Diploma in Innovation and Entrepreneurship (Innovación, Design Thinking, Lean Start-Up)

Universidad Anáhuac (Mexican Grading 10.0/10.0)

(BSc) Chemical Engineering in Materials

Universidad Autónoma de Querétaro (Mexican Grading 9.2/10.0)

**Conferences and Congresses.**

European Conference on Data Analysis (ECDA)

(TALK) Automation of Corporate Stock Trading on the S&P 500 (USA). Project presented at the European Conference on Data Analysis (ECDA) 2019 edition, Bayreuth, Germany (page 35).

COLGATE Talks **(**2016**)**

(TALK) Colgate Inside Out: Positioning Our Brands Against the Competition, an analytical approach of consumer insights data.

XV Symposium on Analytical Chemistry (Organiser: AMQA)

(TALK) Development of an Analytical Methodology for the Quantification of Phytic Phosphorus in Soybeans Using Infrared Spectroscopy.