



SOMETHING ABOUT ME

I'm a technology enthusiast with a product mindset and a business-oriented vision, having a clear orientation towards Technology Leadership, Product Management, Data Analytics and Business Development.

I also spend my time as a Business Angel investor in Technological startups, contributing with smart capital or as an Advisory Board Member. If you think I can help you or your project, do not hesitate to contact me!

I see myself as a friendly and honest person, very patient and with good listening and analytical skills. Considered a good speaker and knowledge transmitter. Proven team player with leadership capabilities. Proactive and highly motivated to overcome challenges. Always looking for new and innovative business opportunities. Autonomous and self-organized when carrying out the tasks entrusted with.

Top Experiences: Data-driven, Digital Transformation Strategy, Product Discovery and Management, Platform Development, High Performing teams leadership, Business Strategy Development, People Coaching and Management, Engineering Management, Security and Compliance, Tech Strategy and Methodologies and M&A.

Tech Technologies: DevOps, Cloud, Data Engineering, Data Science, Data Analytics, Microservices, Event-driven Architectures, REST APIs.

Domains Experience: Education, Telco, Retail, Insurtech and PropTech.



Alberto Baselga Fernández de Piérola

Tech & Product Business Builder

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EDUCATION



Course in Strategy Execution

2022 - 2022

Harvard Business School



Executive MBA

2018 - 2020

IESE Business School



Degree in Computer Engineering

2009 - 2010

Universidad Carlos III de Madrid



Technical Engineer in Computer Management

2006 - 2009

Universidad Carlos III de Madrid



EXPERIENCES



Chief Information & Product Officer

May 2023 - Present

Northius

As Chief Information & Product Officer at Northius, my mission is to lead the digital transformation of the company, reporting directly to the CEO, aligning our technology strategy to foster growth and innovation across our global education brands.

Key Responsibilities:

- Leading the Product Management function to create and scale innovative products aligned with the company's vision.

LANGUAGES

Spanish (Native)

English (Professional)

OTHER HOBBIES

Scuba Diving (with sharks) (keep calm)

Obstacles Races (muddy team work)

Skiing (speed)

Running (resilience)

Climbing (risks control)

- Overseeing Technology, Engineering, and Development teams, ensuring high performance and alignment with business objectives.
- Driving the adoption and implementation of Data Analytics & Engineering to foster a data-driven culture for decision-making and operational efficiencies.
- Championing the integration of Artificial Intelligence (AI) across products and services to enhance user experiences and optimize internal processes.
- Ensuring the highest standards in Cybersecurity, safeguarding the organization's infrastructure, data, and customer information.

Key Achievements:

- Developed a comprehensive tech and digital product strategy, contributing to significant business growth.
- Successfully implemented a Product Roadmap, creating a positive impact on EBITDA.
- Built and led a high-performing, autonomous, and talented digital team, driving innovation and efficiency across the organization.

My mission is to position Northius as a leader in the global education space by fully harnessing the power of technology to enable innovation, scalability, and continuous growth



Chief Information Officer (CTO Office)

Aug 2020 - May 2023

CoverWallet, an Aon Company

Top experiences:

- IT/Tech M&A integration responsible after the acquisition
- Platform Product strategy for growth
- Data-driven decision making culture
- Long-term strategy and budgeting
- DevEx, Security and Infra
- Engineering Leadership



Product & Tech Advisor | Board Member

Nov 2020 - Present

CoverWallet, an Aon Company

Helping to build the next-gen leader in Venture Capital (Venture Builder):

- Advisory Board Member
- Technology strategy
- Product development
- C-Level Coach



Advisor & Investor

Jun 2021 - Present

Club Clinico

Product & Tech Advisor and Investor



EMBassador | Scout

Sept 2021 - Present

IESE

Scouting activities to open the IESE programs to top talented candidates.

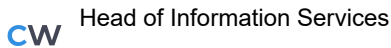


Advisor

Sept 2020 - Present

Qlip

Product & Tech Advisor



May 2018 - Jul 2020

CoverWallet

I was accountable for CoverWallet's business technical reliability, leading the four pillars of CoverWallet's Information Services:

- Data Systems
- Cloud Infrastructure
- Security
- IT

My main mission in CoverWallet was to enable business with the data products and cover the needs related to infrastructure in a cost-efficient, secure and reliable way. Therefore, I was leading five different teams that together handle the four IT components:

- Data Science
- Data Engineering
- Service Reliability Engineering (DevOps)
- Security
- Corporate IT



Technical Account Manager

Sept 2017 - Mar 2018

Amazon Web Services

Technical Account Manager for Amazon Web Services (AWS), under the Enterprise Support Organisation, working with top AWS Enterprise customers helping them make the most out of AWS.

- Top AWS enterprise customers primary contact and customer ambassador in AWS.
- Direct technical support on AWS products and integrations or engagement facilitator with AWS subject matter experts (SMEs).
- Business plans alignment facilitator between customer's and AWS's roadmaps.
- Financial, Security, Performance and Architectural customer implementations reviews and audit.
- AWS products presentations, demos and workshops.
- Bridge between AWS Partners and AWS Customers.
- C-level engagements facilitator on business and operational issues.



Team Leader & SRE Principal Engineer

Jan 2017 - Sept 2017

Tuenti (Telefónica)

Team Leader at Tuenti (Telefónica) managing the Continuous Engineering (DevOps) team under the Operations Area

- Multi-location (Spain & Israel) team composed of seven Senior DevOps Engineers.
- Implemented an Agile team way-of-working based on Scrum methodology.
- First contact for internal stakeholders relations to set expectations, internal selling and agree on business plans alignments.
- Focus on people development for individual and collective professional growth.
- Team activity around a set of Telco B2C products, consisting on Mobile apps and Backend sw.
- Team responsibility around the E2E deliverables life cycle, including QA, Deployment and Operation stages.



Technical Leader

Jan 2015 - Jan 2017

Telefónica Research & Development

Technical Leader for Telefonica CCDO (Future Comms Area) at the Service Engineering (SEEN) department.

- Influencing stakeholders and other area teams on DevOps implementation and best practices in all life cycles stages; coding, testing, deploying, operating and measuring.
- Technical reference and hands-on resource on complex operational issues or project blockers.
- Program management responsible of the department roadmap, handling several projects in parallel with different teams in the organization.
- Product Owner in some of the department internal projects in the DevOps field.



Senior Service Reliability Engineer (SRE)

Dec 2013 - Jan 2015

Telefónica Research & Development

Service Engineer for Telefonica CCDO (Future Comms Area) at the Service Engineering (SEEN) department.

- Reliability Engineer hat: Analyze service behavior, develop custom operational tools and lead technical task forces
- Technology Observatory Lead hat: Continuous researching on new engineering tools and methodologies to provide technical guidance to the Org.
- Project Manager hat: Lead development and deployment of internal projects and POCs.



Technical Service Manager

Sep 2012 - Dec 2013

Telefónica Research & Development

Technical Service Manager for Telefónica Digital - GO&D leading the services operation, covering product operation design and management:

- Apply technical criteria to make the right technical decisions and production changes
- Prepare technical strategies to improve service performance and operation.
- Define technical operational requirements for Development, Architecture and Service Delivery.
- Problem Management and Task Forces Coordination.
- Define and Monitor (technical) operational KPIs.
- Develop or define Operating Tools and automatic operational procedures.
- Technical Service knowledge with E2E vision, to help support teams on crisis.



Engineering Consultant

Jul 2011 - Sep 2012

Amaris

Consultant Engineer for Telefónica Digital under the L3 Support (G.O.D.) initiative, as Team Coordinator of several national and international projects.

- Linux systems administration.
- Problem management.
- Internal and external training courses.
- Project management.
- Staff Recruitment.