

# Armand Ruiz

Product Manager for SPSS Programmability and Extensibility en IBM

armand.ruiz@gmail.com

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## Summary

Product Manager of SPSS, R lover and technology enthusiast. Motivated and self-starter to create new innovative products. Strong organizational skills and able to navigate across different teams as well as varying personalities. Motivated by great design, product simplicity and high-quality user experience. More about me here: <http://armandruiz.com>

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## Experience

### **Technical Product Manager for SPSS Programmability and Extensibility at IBM**

noviembre de 2014 - Actualidad (7 meses)

Promoting the understanding and usage of resources related to programmability, including creating SPSS visibility in the Python, R, and data analysis communities. Contributing to sales takeouts of large competitors. Managing the SPSS Community. Creator of more than 40 SPSS Modeler Extensions using R. Creator at IBM of the SPSS Marketplace for R. Speaker in Analytics Conferences. Working to bring forward a new future for SPSS and creating the best analytic tools in the world.

### **Developer Advocate - IBM Data Science at IBM**

julio de 2012 - Actualidad (2 años 11 meses)

I worked as an IT Specialist and Developer Advocate for the Ecosystem Development Team division of IBM. Currently specialised within the IBM Watson Foundations domain including Business Analytics, Big Data and Smarter Cities. I'm dedicated to empowering the IBM Ecosystem of Independent Software Vendors and partners in Europe, Middle East and Africa. I deliver technical briefings and educational workshops. I also support the IBM Ecosystem with the development of Proof of Technology and solutions based on IBM products, provide consultancy on design, and assist them to solve configuration and development issues. Developing not only my technical skills but also my communication and presentations skills. During this role, I also leaded two Extreme Blue teams and both finished in the Top 3 in the Extreme Blue European Expo over 30 different projects. Technologies: SPSS, R, Cognos, DB2, InfoSphere BigInsights, InfoSphere Streams, Data Explorer, Worklight, Intelligent Operations Center, Intelligent Transportation, Intelligent Water

*I recommendation available upon request*

### **Research Developer Intern - Smarter Cities at IBM**

octubre de 2011 - junio de 2012 (9 meses)

I was part of the Energy and Utilities department in the Industry Solution Center of IBM La Gade. I developed a prototype based on real business scenarios and is showcased in simulated city environments.

I used IBM Intelligent Operations Center for Smarter Cities and IBM Intelligent Water. This prototype is showed to the worldwide clients that come to the IBM Forum La Gaude, a unique center to discover the latest innovations from IBM. I ended the project presenting the Master Thesis at the Université Catholique de Louvain (Belgium). The name of the Thesis is "Development of a Water Management Prototype for Smarter Cities" Technologies: Intelligent Operations Center, Intelligent Water, Java, DB2, Netezza, SQL, SPSS

*1 recommendation available upon request*

### **Extreme Blue Technical Intern at IBM**

julio de 2011 - septiembre de 2011 (3 meses)

I was part of the brightest and most promising business and software development students from universities around the world into 12-week summer programs at 15 labs around the world. I had the honor of working with a four-student team in the lab of Brussels (Belgium). Each team was composed by 3 technical interns and one business intern. I was one of the technical interns. Our client was BNP Paribas Fortis (banking) and they give us a challenge project focused on Mobile Banking Security. We had close contact with both client's and IBM's employees. As interns in Extreme Blue we had the opportunity to bring our ideas and think the final solution as a proof of concept. We shared the ideas and we ended up developing a prototype given the client's requirements and a business case, presented to BNP Paribas Fortis and also at the IBM Extreme Blue European Expo 2011 holded in Brussels. I had the opportunity to show my energy and creativity with a clear focus on delivering exceptional customer service. Technologies: InfoSphere Streams, Weka, SPSS, HTML5, MySQL, Bluetooth

*2 recommendations available upon request*

### **Data Analyst - Radio Optimization Engineering at Vodafone**

septiembre de 2009 - octubre de 2010 (1 año 2 meses)

I was in the team that organized and executed the rollout, optimization, operation and maintenance of Vodafone's GSM and UMTS networks in the province of Barcelona. I worked within the team of Radiofrequency Engineers who did the design work on new and existing base stations, as well as optimizing the whole network to meet very high quality standards. These tasks ensured high voice quality, and few dropped and few blocked calls. Specifically I was in charge of calculating the optimal antenna down-tilts, cell-neighbor relationships, and other network parameters as well as supervising their implementation on the real network. In order to perform these tasks, I used Vodafone's advanced software tools and mapping design tools, as well as a gentle manner in my phone conversations with others in the field, who could be in rather difficult situations.

*2 recommendations available upon request*

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## **Publications**

### **Mine spatial data with space-time-boxes in IBM SPSS Modeler and visualize the data with R**

IBM DeveloperWorks 18 de marzo de 2014

Autores: Armand Ruiz, Pier Bobys

Combine traditional data, unstructured data, and spatial data from many different types of data sources and use space-time-boxes to mine the data for insight. Add R visualization to make it easier to build accurate, predictive models quickly and intuitively, without programming.

### **Create new nodes for IBM SPSS Modeler 16 using R**

IBM DeveloperWorks 8 de julio de 2014

Autores: Armand Ruiz

To add functions not included in SPSS Modeler, you can create nodes. The more nodes you have in SPSS Modeler, the more operations you can perform. Because SPSS Modeler 16 is integrated with the R programming language, you can now run R scripts. This article describes how to develop new extensions using R. Figure 1 shows three new nodes: R Transform, R (for modeling), and R Output. You can insert your R script directly into these nodes in SPSS Modeler.

### **Build a Shiny application to analyze #Bluemix sentiment using the Bluemix R custom buildpack**

IBM DeveloperWorks 11 de septiembre de 2014

Autores: Armand Ruiz

Create an R-based application to measure the popularity of two different entities on Twitter and perform a sentiment analysis of their tweets. Get a glimpse of the techniques to determine popularity, and find out how to create new applications on Bluemix that use R.

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## Certifications

### **Hadoop Fundamentals I**

Big Data University noviembre de 2013

### **Introduction to Pig**

Big Data University noviembre de 2013

### **Computing for Data Analysis**

Coursera

### **Specialization Data Science**

Johns Hopkins University abril de 2014

### **IBM Certified Specialist - SPSS Modeler Professional v2**

IBM Professional Certification Program Licencia C2020-010 abril de 2014

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## Projects

### **Interactive projector videogame system (touch the wall to play, optical recognition system)**

January 2009 to Present

Miembros: Armand Ruiz, Jordi Bracke Manzanares, Alex Albalá Díaz

This game uses a projector to project a videogame on a wall. A webcam captures the projected image and detects motion to interact with the user. Touch the wall to play!

### **Master Thesis "Development of a Water Management Prototype for Smarter Cities"**

June 2012 to Present

Miembros: Armand Ruiz

IBM Energy&Utilities provides since years ago solutions to support water operations. These solutions take benefit from the big amounts of unused data available. IBM presented last September 2011 IBM Intelligent Water 1.0. In this context, a prototype to demonstrate the power of this new solution to customers has been developed. The objective of the prototype is to show realistic scenarios and recreate use cases. A high performance Data Generator for multiple domains has been developed.

### **Bachelor Thesis: Design and implementation of a wireless sensor network of mobile nodes**

July 2009 to Present

Miembros:Armand Ruiz

This project consists in the implementation of a sensor network where the nodes can be mobile. The main aim of the project is to program the communication between the mobile nodes of the network and a central node located in the computer, which will manage the data from the sensors.

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### Skills & Expertise

**Analytics**

**Big Data**

**Passion for Technology**

**SPSS**

**SQL**

**Java**

**Management**

**Communication**

**Passion for the Business**

**Adaptability**

**Teamwork**

**Drive to Achieve**

**DB2**

**Creative Problem Solving**

**R**

**Self Learning**

**Collaboration**

**Client Focus**

**Taking Ownership**

**Trustworthiness**

**ZigBee**

**Git**

**Github**

**Product Management**

**Business Intelligence**

**Cloud Computing**

**Consulting**

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### Languages

**Español**

(Competencia bilingüe o nativa)

<b>Catalán</b>	(Competencia bilingüe o nativa)
<b>Inglés</b>	(Competencia profesional completa)
<b>Francés</b>	(Competencia básica profesional)
<b>Ruso</b>	(Competencia básica limitada)

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## Education

### **Universitat Oberta de Catalunya**

Master Business Intelligence, Information Technology, 2011 - 2013

### **Université catholique de Louvain**

60 ECTS, Master in Electrical Engineering, 2010 - 2012

### **Universitat Politècnica de Catalunya**

Engineer's degree, Telecommunications Engineering, 2009 - 2012

*1 recommendation available upon request*

### **Universitat Politècnica de Catalunya**

Bachelor of Telecommunications Engineering, Telecommunications systems, 2006 - 2009

### **Glyndwr University**

High National Certificate in Aeronautical Engineering, Aerospace, Aeronautical and Astronautical Engineering, 2007 - 2008

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## 7 people have recommended Armand

"I had the opportunity to work with Armand on the opening event for the IBM Innovation Centre Nairobi. Even though Armand's only responsibility was demonstration, he went above and beyond by helping wherever he saw a need. He provided valuable and critical support that made the difference in achieving a very successful end result. He is incredibly knowledgeable, competent and very easy to work with. Armand is the ultimate professional and anyone who is fortunate to work with him will discover this first-hand and be thrilled with the productive and effective results."

— **Diana McVeay**, *Worldwide Program Manager, IBM Innovation Centers, IBM*, managed Armand indirectly at IBM

"Armand is a great professional, hard worker to deliver quality Solution Pre-sale asset with all the required work products to accelerate Solution sale Cycle. Easy to work with. A Very nice project team member."

— **Isabelle Murard**, was Armand's client

"Working together and getting results with Armand is easy: genuine, respect and trustworthy are the words that sum up as his personal trademark !"

— **Hans Van Mingroot**, was Armand's client

"I worked with and coached Armand on a prestigious and very challenging project. Armand had a very combination of both deep technical skills and good insight in the challenges that needed to be solved. He was instrumental in making the project a succes."

— **Anton Wilsens**, *Client Executive, IBM*, managed Armand indirectly at IBM

"Personally, Armand is a person who works well in a team. He interacted well with the other team members from the beginning and gained their confidence in a short period of time. He is the type of person who gets his work done without making a lot of noise, and thus, on occasion, may surprise with what has been accomplished."

— **John MacPeck**, *Manager Red Regionales, Vodafone España (Grupo BLC)*, managed Armand at Vodafone

"Armand is a very responsible and hard-working person. During his time at Vodafone, he was always very interested in learn more about his work and he showed a high level of motivation and enthusiasm. Also he was on good terms with all the team, and reached our complete trust."

— **Virginia Sanchez**, *Specialist Diseño e Ingenieria, Vodafone España*, managed Armand at Vodafone

"It is a pleasure for me to write some words about Armand. Although it could not have seemed so at first sight, at least when I met the shy boy that Armand was in his first year, already a long time ago, Armand has the strongest determination I've never found in a young student during my years teaching at the Technical University of Catalonia. Since then, during the years we worked together and indeed after that, he hasn't stopped learning and growing, and, to my greatest joy as the teacher and some kind of a mentor that I had the pleasure to be, there he goes, still right ahead, looking for Ithaca. When you set sail for Ithaca, pray for the road to be long, full of adventures, full of knowledge. ... And if you finally find her poor, Ithaca has not deceived you. Wise as you have become, with so much experience, you must already have understood what Ithacas mean."

— **Ramon Casanella**, *Professor Agregat, Universitat Politècnica de Catalunya*, taught Armand at Universitat Politècnica de Catalunya

[Contact Armand on LinkedIn](#)