







# DANIEL SIERRA RINCÓN

## Digital Transformation & Innovation Expert

IT PROJECT MANAGEMENT | CLOUD SOFTWARE DEVELOPMENT  
BUSINESS PROCESS AUTOMATION | ADVANCED ANALYTICS

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### Profile

Over 12 years of experience in IT Consulting, Software Development & Project Management; integrating people, business processes and software through emerging technologies and Agile Practices.

Results-oriented with Critical Thinking and deep technical knowledge in:

- Software Development & APPs
- Business Process Automation
- Digital Transformation
- Advanced Analytics
- Project Management
- Cloud Computing
- UX / UI

Fullstack Developer using:

- HTML, CSS, Javascript, Bootstrap & Materialize
- JQuery, Ajax, AngularJS
- Highcharts.JS, D3.JS
- SQL & NOSQL Databases
- LAMP (Linux, Apache, MySQL y PHP)
- MERN (Mongo, Express, React js and Nodejs)
- VBA (Visual Basic for Applications)
- Google App Scripts
- Appery.io (Android & IOS)

Google Cloud Developer

- Maps API
- SQL API
- Storage API
- Vision API
- Drive API
- Gmail API
- Text to Speech – Speech to text API

Plan, Design and Develop IT Projects using Disruptive Technologies & methodologies:

- Google Cloud Platform
- RPA (Robotic Process Automation)
- Machine Learning & Artificial Intelligence
- IOT (Internet of Things)
- BI (Business Intelligence & Analytics)
- GIS (Geographic Information System)
- SCRUM
- UX / UI (User Experience / User Interface)
- Design Thinking

### Professional experience



#### Cofounder & Developer

July 2020 – JULY 2022 

Co-founder and developer at [www.placelings.com](http://www.placelings.com), a multilanguage real estate platform with global growth potential, based on GIS (Geographic Information Systems) technology developed in Google Cloud Platform with LAMP technology (Linux Apache MySQL and PHP).

#### Achievements

- Plan, define and develop the full platform through Design Thinking and SCRUM.
- Graphic and functional design user focused UX / UI.
- Frontend, Backend & Databases Design and Development.
- Web & Mobile application development.
- Pricing and customer acquisition strategies definition.
- PayU and PayPal integrations.



#### Digital Solutions Manager

April 2018 – February 2020 

Responsible for the leadership of the firm's Innovation and Development area, developing disruptive digital solutions, products and services according to the needs of clients, which helped the market firm's positioning.

#### Achievements

- Incorporate Google Cloud Platform technologies, Internet of Things, Robotic Process Automation, Image & Voice Recognition, Google Maps Development, Business Intelligence and Software Development in the firm's value offer.
- Automate, systematize and optimize internal business processes of the company and some of its clients.
- Consolidate and manage a multidisciplinary team to achieve the objectives established by the firm.
- Develop customized applications for companies belonging to the industrial, logistics, supply chain and retail sectors.



#### IT Consultant & Developer

April 2017 – April 2018 

Responsible for defining improvement opportunities within the company and developing digital solutions that contributed to the systematization, automation and optimization of more than 30 business processes in the company's Core.

#### Achievements

- Plan, design and develop an online platform to control and perform real-time sales monitoring within a 40,000 shops network.
- Develop an IOS / Android application to be used by over 400 distributors, consolidating 30 business processes, providing real-time information to customers.
- Develop an online application with Google Maps to manage company's daily operation, including commercial force GPS Tracking.

## Education



**Industrial Engineering**  
Universidad de los Andes | 2009



**MSc Engineering & Project Management**  
Universidad de los Andes | 2012

## Skills

- Results-oriented
- Work under pressure
- Strategic planning
- Problem Solving
- Critical Thinking
- Flexibility
- Teamwork
- Creativity
- Attention to Detail

## Languages

- English – B2

## Congresses

*Winter Simulation Conference* Phoenix, Arizona 2011

- Exhibitor and author of a scientific article entitled “Server-client applications aided by generic simulations regarding earthmoving operations in civil engineering projects.”
- Exhibitor and developer of an Online Platform to support the management of projects in civil engineering through the simulation of operations in Mining.

*IV Seminario Internacional de Topografía* Bogotá – Colombia 2014

- Exhibitor and author of a scientific article entitled “Web-based discrete-event simulation in mining systems”



### IT Consultant & Developer

April 2016 – April 2017 

Design and Develop computer tools and technological products in concordance with company's and client needs.

#### Achievements

- Define technological guidelines in the use of Google Cloud Platform and other languages and technological tools.
- Deploy company's computing infrastructure in Google Cloud Platform.
- Automate Accounting Business Processes with Google Apps Scripts.
- Deploy and integrate of ZOHO CRM.



### IT Consultant & Developer

October 2014 – March 2016 

Lead and develop projects that improve critical and high-impact processes inside the company, which led into an improvement in productivity, efficiency and competitiveness, in accordance with the company's guidelines, standards and procedures.

#### Achievements

- Develop a georeferenced system with Google Maps for staff management along the Bank offices.
- Develop an automated system that generates all the organizational climate reports that are delivered to each of the 800 areas of the Company.
- Development an automated system that generates a Demographic Analysis of Sufficiency and Survival for the 8,500 employees of the Company.



### Project Manager

June 2012 – January 2013 

Manage the development for the different projects related to e-commerce and web sites with costumers in the United States and defining improvement opportunities within the company business Processes.

#### Achievements

- Account manager for some clients in the United States.
- Develop and implement a VBA application in order to manage, monitor and control progress, budget and resources consumption for the different projects at the company.



### Research & Development Engineer

January 2010 – December 2012 

Carry out a research focused on the development of an innovative project in technology that consisted in the development of a cloud-based software for decision-making processes in Civil Engineering Project Management, and mining operations.

#### Achievements

- Support academic activities at the Civil Engineering faculty, jointly with academic monitoring and complementary classes in the areas of Finance, Programming and Budgets, Construction of Road Infrastructure, among other administrative tasks.
- Exhibitor at the Winter Simulation Conference held in Phoenix Arizona 2011 with the presentation of a Scientific Article and a Cloud Software for forecasting and analysis of excavation and transportation systems in civil and mining works.