

# Germán Goñi

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## Professional Summary

A strategic data science leader with extensive experience in building and directing high-performing technical teams. Proven track record of leveraging Machine Learning, Advanced Analytics, and Generative AI to drive business growth, optimize operations, and deliver measurable financial impact. Expertise in translating complex data into actionable strategy, managing the full project lifecycle, and fostering innovation to solve critical business challenges. Seeking to apply leadership and technical skills in a challenging data leadership role.

## Professional Experience

### Latam Airlines

May 2024 – Present

#### *Digital Team Lead*

- Lead the development and implementation of digital solutions to optimize aircraft fleet maintenance management, integrating advanced diagnostics, Machine Learning, and Generative AI.
- Translate complex operational data into strategic decisions that maximize asset availability, reduce operating costs, and generate measurable value for clients and shareholders.

### Anticiparte

Dec 2019 – Present

#### *Lead Consultant & Partner*

- Led the implementation of a Machine Learning-driven traffic management system for Pacific Mining Parts in Chuquicamata underground mine, reducing false positives from 20% to just 3% and significantly improving operational safety and profitability.
- Engineered a time-series forecasting solution for Sodexo's cafeterias, achieving a 5% Mean Absolute Percentage Error (MAPE) in sales predictions and cutting data processing time from 7 hours to 10 minutes.
- Designed and deployed a machine learning model for Banco de Chile to optimize debt collection strategies, resulting in a 60% reduction in contact center costs and a 10% increase in the recovery rate of delinquent debt.

### Fintonic

Oct 2018 – Nov 2019

#### *Operations Lead*

- Exceeded the 2019 user acquisition target of 200,000 active users ahead of schedule by leveraging Advanced Analytics to optimize strategic media placements.
- Successfully launched an in-app credit lending feature by refining risk models and managing interest rate spreads, ensuring optimal performance and risk mitigation.
- Diversified revenue streams by forging B2B partnerships with banks and local fintech companies, generating new income channels that positively impacted the bottom line.

### Asociación Chilena de Seguridad (Chilean Safety Association)

Feb 2017 – Jun 2018

#### *Administration Manager*

- Resolved a critical regulatory gap by implementing an upgraded access and time-tracking system across 70 clinical centers nationwide.
- Orchestrated a strategic initiative using MS Azure-based analytics to streamline payroll and compensation processes, resolving recurring employee complaints and freeing up valuable resources for high-impact activities.

## Cencosud

Jul 2012 – Nov 2016

- *Head of Compensation & Management Control*
- *Head of Inventory Control*
- *Controller, Home Improvement Division*

Jun 2015 – Nov 2016

May 2014 – Jun 2015

Jul 2012 – May 2014

## Ministry of Education, Government of Chile

Jun 2011 – Jun 2012

*Cabinet Advisor to the Vice-Minister of Education, Government of Chile.*

## Education

- **Master of Science in Artificial Intelligence**, Universidad Adolfo Ibáñez , Chile.
- **Program in Digital Transformation: Platform Strategies for Success**, MIT/Emeritus Institute.
- **Diploma in IT Project Management**, Universidad de Chile.
- **Diploma in Management Control**, Universidad de Chile.
- **Bachelor of Science in Industrial Engineering**, Mining Engineering Minor, Pontificia Universidad Católica de Chile.

## Certifications & Distinctions

- Certified Product Owner, International Scrum Institute.
- Data Scientist Professional Certificate, Datacamp.
- Graduate from the DS4A Program in Data Science and Machine Learning, CorrelationOne & SoftBank.
- Winner of the "Agrotech 2018 Challenge" for creating an IoT/ML solution for groundwater management. This solution is currently in use by Sealand Aquaculture.

## Technical Skills

- **Programming Languages:** Python, R, Rust.
- **Frameworks:** FastAPI, Flask, Django, Reflex.
- **Databases:** MySQL, PostgreSQL, MongoDB.
- **Cloud & DevOps:** AWS, GCP, Git, Github, Apache Airflow, Mage.
- **Machine Learning:** PyTorch, Keras, TensorFlow.
- **Methodologies & Frameworks:** Scrum, Kanban.
- **Project Management Tools:** Jira, Confluence, Notion.

## Academic & Community Involvement

- Lecturer, Executive Innovation Programs, Universidad del Desarrollo.
- Mentor, 3iE Tech Incubator, Universidad Federico Santa María.
- External Reviewer for AI Projects, CORFO (Chilean Economic Development Agency) via EQA.