

# GONZALO MARTIN PEÑALBA

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## EDUCATION

### Honours Degree in Digital Technology & Management

Expected Graduation: June 2026

Center for Digital Technology and Management (CDTM)

Selective interdisciplinary program for top-performing students, focused on developing skills in technology, innovation, and entrepreneurship through hands-on projects and collaboration with leading businesses.

### BSc Industrial Computer Science and Robotics

Expected Graduation: June 2026

Valencia Polytechnic University (UPV)

Relevant coursework: Machine Learning, Computer Vision, 3D Vision, Mobile Robotics, Intelligent Agents, DSA

### International Baccalaureate (IB)

Sept 2020 - June 2022

Rigorous pre-university curriculum focused on independent research, critical thinking, and global perspectives.

### U.S. Dual Diploma

Sept 2018 - June 2021

Completed U.S. high school concurrently with national studies, graduating with Honor Roll distinction.

## WORK EXPERIENCE

### Managing Product Development (MPD) Project

Sept 2025 - Dec 2025

Valencia Innovation Capital & Placenet

- Leading the development of an MVP to address engagement and security challenges in Valencia's urban spaces, applying agile methodologies for iterative design and development.
- Conducting user research, ideation, prototyping, and validation with stakeholders to refine the solution.

### Research Project: Future of Urban Spaces in Valencia (CDTM)

June 2025 - August - 2025

Valencia Innovation Capital

- Conducted foresight research on urban innovation across multiple domains and developed an innovation concept with an early MVP selected for further development.
- Led communication and coordination across interdisciplinary teams, and co-authored a book.

### Systems Installer

June 2023 - August - 2023

Winnercon

- Performed testing and troubleshooting of hardware and software components to guarantee optimal performance.

## PROJECTS

### Customer Relationship Management (CRM)

- Developed a CRM web application to streamline customer relationship management through automated lead tracking, agent assignment workflows, and category-based pipeline organization.
- Enabled team collaboration and sales optimization with role-based access controls and real-time customer data management.

### Valencia Price Housing Predictor

- Developed a machine learning model using web-scraped real estate data from Idealista to predict housing prices in Valencia.
- Predicted housing prices with **75%** accuracy, showcasing strong model performance.

### AI-Powered Product Recommendation System

- Scraped data from Mercadona asynchronously and used a combination of an LLM and a VLM for text and image-based normalization (e.g., brand, allergens, claims, nutritional info).
- Developed an agentic system that responds to user queries based on the processed data, with a dual-database architecture: relational for fast filtered lookups and vector for semantic search.