

Jairzinho Santos

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PROFILE

IT professional with 8+ years of experience in the Tech Ecosystem. I specialize in designing impactful and scalable Generative AI and data-driven solutions, with a holistic, cross-functional view of business strategy. I've led hundreds of projects across Latin America in industries such as banking, insurance, telecom, retail, mining, health, and more. My mission is to empower organizations through AI and data, translating complex needs into high-value, scalable solutions that drive innovation and competitive advantage.

Currently, I serve as an AI Solutions Architect at a leading consultancy in Latin America, where I lead the design and implementation of cutting-edge AI solutions. I'm also pursuing a Master's in Artificial Intelligence to deepen my technical and strategic capabilities, while actively contributing to the global AI community through talks, training, and collaborative innovation.

EXPERIENCE

PI DATA STRATEGY & CONSULTING | 11 months

AI Solutions Architect | 4 months | (jan 2025 – present)

Responsibilities:

- Lead the design and implementation of end-to-end AI and data architectures across hybrid, cloud, and on-premise environments, ensuring security, scalability, and alignment with business strategy.
- Engage with clients to identify pain points and strategic opportunities, delivering tailored AI and data-driven solutions supported by executive-level technical-commercial proposals and analytics frameworks for decision-making and ROI evaluation.
- Evangelize the adoption of cutting-edge AI technologies through executive briefings, hands-on workshops, and strategic advisory sessions with C-levels, managers, and technical teams.
- Develop and deliver internal training programs to keep engineering and execution teams aligned with the latest advancements in Generative AI and related technologies.
- Integrate Generative AI into a broader data strategy framework, connecting analytics, governance, and business objectives to drive long-term organizational value.

AI Engineer | 8 months | (may 2024 – dec 2024)

Responsibilities:

- Design, development, and deployment of cutting-edge Generative AI solutions, encompassing Virtual Assistants, ChatBots, and automation workflows to elevate user experience and operational efficiency.

Achievements:

- Technical Coach for InterCorp Group's SALTO program, led through La Victoria Lab in partnership with Microsoft, driving generative AI adoption across the organization. Successfully completed SALTO v1 and SALTO v2. I lead the technical design, development, and implementation, with a focus on enhancing user experience, operational efficiency, and achieving business goals.

YOTMINDS | 2 years

Independent Consultant & Founder | 2 years | (apr 2023 – present)

Responsibilities:

- Design, develop, and implement end-to-end Generative AI solutions across cloud, on-premise, and hybrid environments, including intelligent assistants, multi-agent systems, and automated workflows.
- Deliver AI and data strategy consulting, leveraging advanced technologies such as Generative AI and Quantum Computing to support forward-looking transformation.
- Evaluate ROI and scalability of AI solutions to ensure sustainable business impact and value generation.
- Lead AI adoption initiatives with a holistic vision, aligning data, technology, and business objectives under a comprehensive transformation strategy.
- Promote awareness and adoption of cutting-edge technologies through conferences, workshops, and strategic evangelization at all organizational levels—from engineers to C-level executives.

Achievements:

- Company visibility to executive leaders of top Forbes startups and medium-sized companies in the region.

CLÍNICA GONZÁLES | 4 years and 5 months

Independent Business Intelligence Consultant | 4 years and 5 months | (sep 2020 – jan 2025)

Responsibilities:

- Strategic consulting in data analytics and process optimization.
- Consulting in Business Intelligence and pillars for a data driven clinic implementation.
- Process reengineering, visibility kpis design that facilitate auditing and decision making.
- Data exploitation and managerial visual panels generation.

Achievements:

- Significant reduction in time and resources dedicated to the treatment and business data processing.
- Daily visibility of sales fluctuations and evolution.
- Transactions traceability, facilitating accounting audit and financial control.

FACTORIT & COMPANY | 3 years and 7 months

Presales Technical Consultant | 2 years | (feb 2021 – feb 2023)

Responsibilities:

- Collaborative work with the commercial team, requirements understanding, persuasion and orientation towards the company's portfolio.
- Technical and commercial proposals preparation and support to executive leaders of different LATAM companies.
- Storytelling development in high-impact presentations.
- Analysis, understanding, persuasion and influence in the definition and development of RFIs, RFPs, RFQs, TDR's, tenders, among others.
- Interlocutor between the delivery and commercial teams, leading them and to high added value solutions.
- Solution architectures design (end2end) in collaboration with the delivery team, focused on the client's needs.
- Estimation, sizing and quoting of turnkey projects, outsourcing, software factory, professional services, licensing, integration projects.
- Use, business and success cases preparation, pocs, mvps, demos and training about technological innovations on cutting-edge platforms.

Business Intelligence & Analytics Consultant | 1 year and 6 months | (sep 2019 – jan 2021)

Responsibilities:

- Consulting on implementation, business intelligence, analytics, data engineering and data governance to multiple LATAM companies.

EDUCATION

National University of Engineering (UNI) | (Apr 2025 – Dec 2026)

Master's Student | *Artificial Intelligence*

CENTRUM PUCP | (Mar 2025 – Jun 2025)

Specialization Program | *Artificial Intelligence Applied to Business*

University of Engineering and Technology (UPEC) | (Nov 2024 – Feb 2025)

Specialized Course | *Data Strategy*

National University of Engineering (UNI) | (Mar 2014 – Dec 2019)

Bachelor's degree | *Telecommunications Engineering*

COURSES AND CERTIFICATIONS

Reasoning with o1 | *OpenAI & DeepLearning.ai* | Dec 2024

Encoder-Decoder Architecture | *Google & Coursera* | Nov 2024

Generative AI Fundamentals | *Databricks* | Nov 2024

Generative AI for Data Science | *Microsoft & Coursera* | Nov 2024

Generative AI with Large Language Models | *DeepLearning.ai & AWS* | Nov 2024

Introduction to Retrieval Augmented Generation (RAG) | *Duke University & Coursera* | Jul 2024

Neural Networks and Deep Learning | *DeepLearning.ai* | Dec 2023

LANGUAGES

English | *Level B1*

SOFT & TECHNICAL SKILL

Soft Skills | *Leadership* | *Effective Communication* | *Teamwork* | *Self-motivation*

Business Frameworks | *ITIL* | *TOGAF* | *COBIT* | *DAMA* | *Waterfall, Traditional, Agile, Scrum, Kanban, and Design Thinking Methodologies*

Technical Skills | *Problem-solving Ability* | *Innovation* | *Lateral Thinking*

- **Programming** | *Python* | *Java* | *Scala* | *Bash* | *C++* | *Java*
- **Databases** | *PostgreSQL* | *SQL* | *Oracle* | *MySQL* | *MariaDB* | *MongoDB* | *Cassandra* | *Elasticsearch* | *Hadoop* | *Spark* | *Databricks*
- **Large Language Models** | *GPT* | *o1*, *o3* | *Claude* | *Gemini* | *Grok* | *DeepSeek* | *Llama* | *Cohere* | *Mistral*
- **Vector Databases** | *AI Search* | *Qdrant* | *Pinecone* | *Pgvector* | *Chroma* | *MongoDB* | *Cassandra* | *Elasticsearch* | *Hadoop* | *Spark* | *Databricks*
- **Visualization Tools** | *PowerBI* | *Tableau* | *Qlik Sense*
- **Cloud Providers** | *Azure* | *AWS* | *GCP*

VOLUNTEERING, ACTIVITIES AND INTERESTS

Volunteering | *Founder & AI Researcher at AI Curious Minds* | *Project Manager at CONOVATEC*

Sports | *Swimming & Running*

Research Interests | *Generative AI* | *Reinforcement Learning* | *Quantum Computing* | *Computational Neuroscience*