# JULIO CÉSAR OTÁLORA DÍAZ

Executive Master of Business Administration - MBA Enterprise Software Architecture Specialist Systems Engineer (Professional Card 25255161956CND) ID 79.762.204 Bogotá D.C.

#### Contact me



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## Outstanding achievement

- New Businesses: Co-founder of Linkea, Startup of administration and sales of trips for SMEs: ViajaPRO.com.
- Technology: I supported the creation of Bolívar Solutions company of the Bolívar group conglomerate, where we build multiple digital spaces for different lines of business, monitoring their high performance and technological operation from the perspective architecture of Cloud Computing.
- eCommerce and Technology: designed and implemented
  Avianca.com transactional systems that increased annual sales from USD 5.8 to 647 MM over 23 countries.

**Professional Summary** 

**Leader** in **Digital Transformation** processes in companies through **State-of-the-Art Technologies** and with **Human Resources**, considering the business objectives and seeking to facilitate the work of the companies and / or the business lines involved.

My career has allowed me to know different types of businesses, such as aeronautics, banking, insurance, real estate, medicine, home services to the end customer and social responsibility, which has given me a **global vision** to find strategic opportunities in the study of these and focused on reality.

The **Executive MBA**, combined with the specialization in **Software Enterprise Architecture** and **Systems Engineering**, has allowed me to have a rigorous criterion focused on finding the **ideal solution** for each case, raising business cases at the technological, economic and cultural change level.

I provide references upon request.

# **Professional Challenges Time Line**

Current

Apr

Mar

2018

2012



## Linkea Co-Founder and **Technology Manager**

- 2020 Plan and lead activities following the strategic plan and
- managing costs. Propose and approve technological tools reviewing the
- benefit with respect to the company's objectives. Propose and approve project investments.
- Propose and approve the architectures for the business and end customer requirements.
- Coordinate the strategy framed in DEVOPS to accomplish the needs of internal and external customers.



# **Digital Products Innovation Manager and** Web Innovation and Technology Trends

In eBusiness and Digital Experience:

- Analyze and propose digital services for Avianca.com, as well as commercialization, with digital research and integrating the dimensions of EA. Perform consulting and continuous improvement to keep the portal world class, based on the latest trends in the aeronautical and digital industry.
- Make innovation proposals to help in the positioning of services in digital media.
- Present and disseminate to eBusiness collaborators the new relevant aspects regarding the knowledge acquired regarding trends, technologies, terminology, markets, processes and techniques.



#### **Commercial Logistics Analyst** Database Parameters Manager - Risk Policies Credit Project Assistant - Risk Management Credit Assistant - Builders Service Management

- Asset request evaluation.
- Analysis of risk centers (Cifin and Datacredito).
- Execution of functional and comprehensive tests of credit risk processes with digitized images.
- Development of applications in ASP.NET and SQL Server.
- Administration of parameters and developments in PL-SQL.
- Construction of functional credit requirements.
- Support in the design and development of sales and post-sale plans for the branch network and Analysis of the monitoring of sales management indexes.

#### Sep 2020 BOLÍVAR

Aug

2020

#### Master IT Architect

Planning, definition and design of technological solutions and alignment of these with the business needs and the general Roadmap.

Define the standards, policies and methods for the adoption of digital architectures and information technologies.

Jul 2020 May

# BOLÍVAR

### **Head of Digital Platforms**

 $^{2018}$  I led the work team of 5 people plus 4 suppliers, in the technological development and technological operation of 11 digital platforms, including Housing: Ciencuadras.com, Health: <u>Doctoraki.com</u>, Home Services People: <u>Jelpit.com</u> and for Companies: Jelpit.com/Empresas, Social Responsibility of the Bolívar Davivienda Foundation: Social-skin.com and Insurance: Segurosbolivar.com.

Likewise, I participated in the definition and design of the Payment Gateway with integration with Paymentez and ePayco plus the Service Library for the core portals.

2012 Tul 2008

Feb

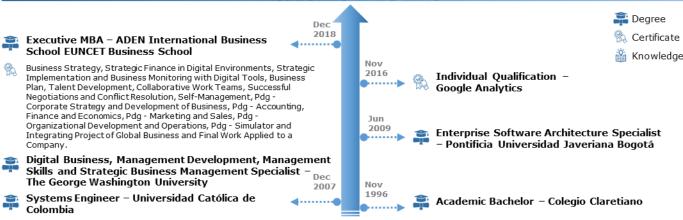


#### Senior Development Engineer

In Avianca.com Avianca Holdings eCommerce:

- Software development in Visual Studio .Net Framework 1.1, 2.0, 3.0 and 3.5, ASP.NET, SQL server 2000 and 2005, Reporting Services, Content Management Server 2002.
- Architectural design and implementation of the Payment Gateway with fraud validation integrated with PagosOnLine (currently PayU).
- Development of the electronic ticket sales flow with the Amadeus GDS e-Retail system.
- Leadership, development and implementation of electronic services such as flight itineraries, ticket sales with mileage redemptions and through multipurpose document editions, "Company Registration" portal, Congress registration.

## Academic Time Line



Solutions Architect Associate - AWS / Bot Framework, Cognitive Services, AI + Machine Learning, .Net - Microsoft Azure / Engineer - Elastic Search / MongoDB - Mongo Atlas / Scrum Master - Udemy / Foundations of Enterprise Architecture - TOGAF