

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



Colombian



(+57) 317 3726879



jotadia@gmail.com



[Linkedin.com/in/juliocesarotaloradiaz/](https://www.linkedin.com/in/juliocesarotaloradiaz/)



Calle 35 A Sur # 34-03 Casa 18
Bogotá D.C., Colombia

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



Co-Founder and Technology Manager

- 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 Coordinator

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.

Current

Sep 2020

Sep 2020

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 2018



Head of Digital Platforms

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: Doctoraki.com, Home Services People: Jelpit.com 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.

Feb 2012

Jul 2008



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.

Jun 2008

Nov 1997

Academic Time Line



Executive MBA – ADEN International Business School Universidad Francisco Vitoria Madrid



Business Strategy, Strategic Finance in Digital Environments, Strategic Implementation and Business Monitoring with Digital Tools, Business Plan, Talent Development, Collaborative Work Teams, Successful Negotiations and Conflict Resolution, Self-Management, Pdg - Corporate Strategy and Development of Business, Pdg - Accounting, Finance and Economics, Pdg - Marketing and Sales, Pdg - Organizational Development and Operations, Pdg - Simulator and Integrating Project of Global Business and Final Work Applied to a Company.



Digital Business Specialist – The George Washington University



Systems Engineer – Universidad Católica de Colombia



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.

Dec 2018

Nov 2016

Jun 2009

Dec 2007

Nov 1996



Individual Qualification – Google Analytics



Enterprise Software Architecture Specialist – Pontificia Universidad Javeriana Bogotá



Academic Bachelor – Colegio Claretiano

Degree

Certificate

Knowledge

Julio César Otálora Díaz