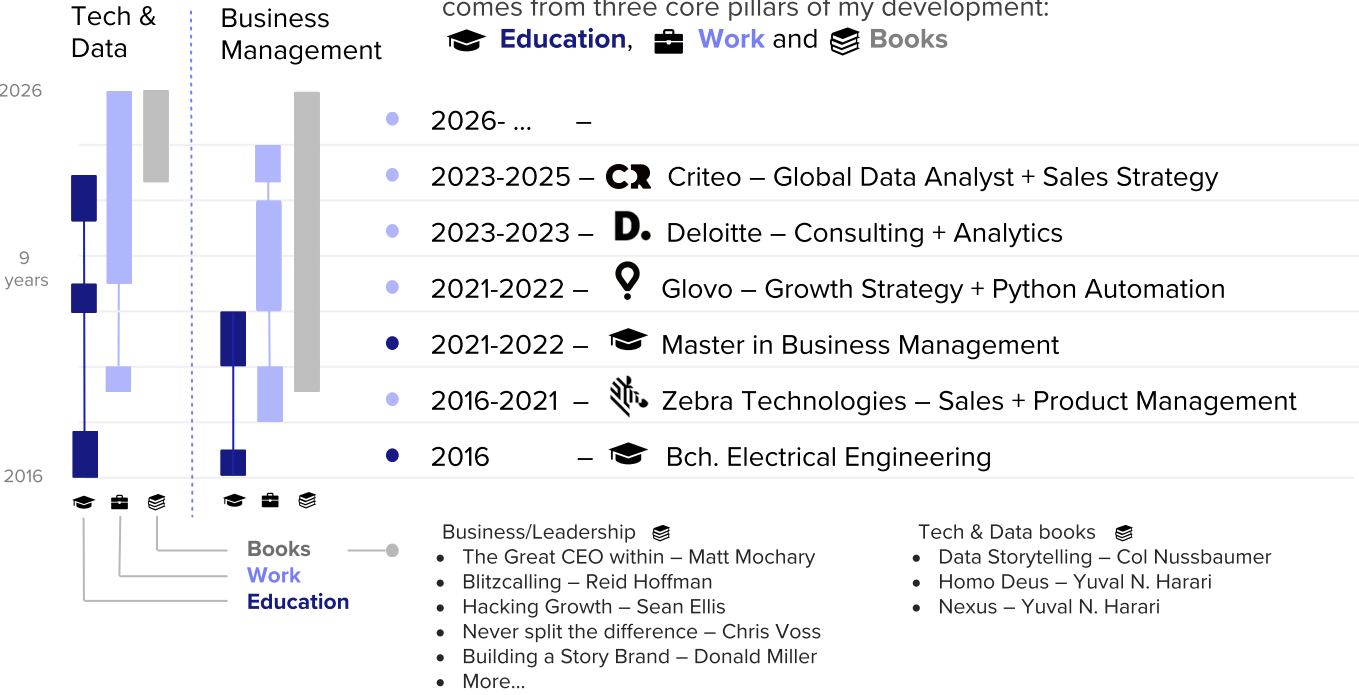# JUAN DANIEL AMÉZQUITA

I've built a unique blend of strategic and technical capabilities, combining growth-driven business thinking with hands-on data expertise. This mix comes from three core pillars of my development:

🎓 **Education**, 💼 **Work** and 📚 **Books**

Tech & Data
Business Management

2026
9 years
2016

- 2026- ...   –
- 2023-2025   –   **CR**   Criteo – Global Data Analyst + Sales Strategy
- 2023-2023   –   **D.**   Deloitte – Consulting + Analytics
- 2021-2022   –   📍   Glovo – Growth Strategy + Python Automation
- 2021-2022   –   🎓   Master in Business Management
- 2016-2021   –   Zebra Technologies – Sales + Product Management
- 2016   –   🎓   Bch. Electrical Engineering

Books
Work
Education

Business/Leadership 📚
- The Great CEO within – Matt Mochary
- Blitzcalling – Reid Hoffman
- Hacking Growth – Sean Ellis
- Never split the difference – Chris Voss
- Building a Story Brand – Donald Miller
- More...

Tech & Data books 📚
- Data Storytelling – Col Nussbaumer
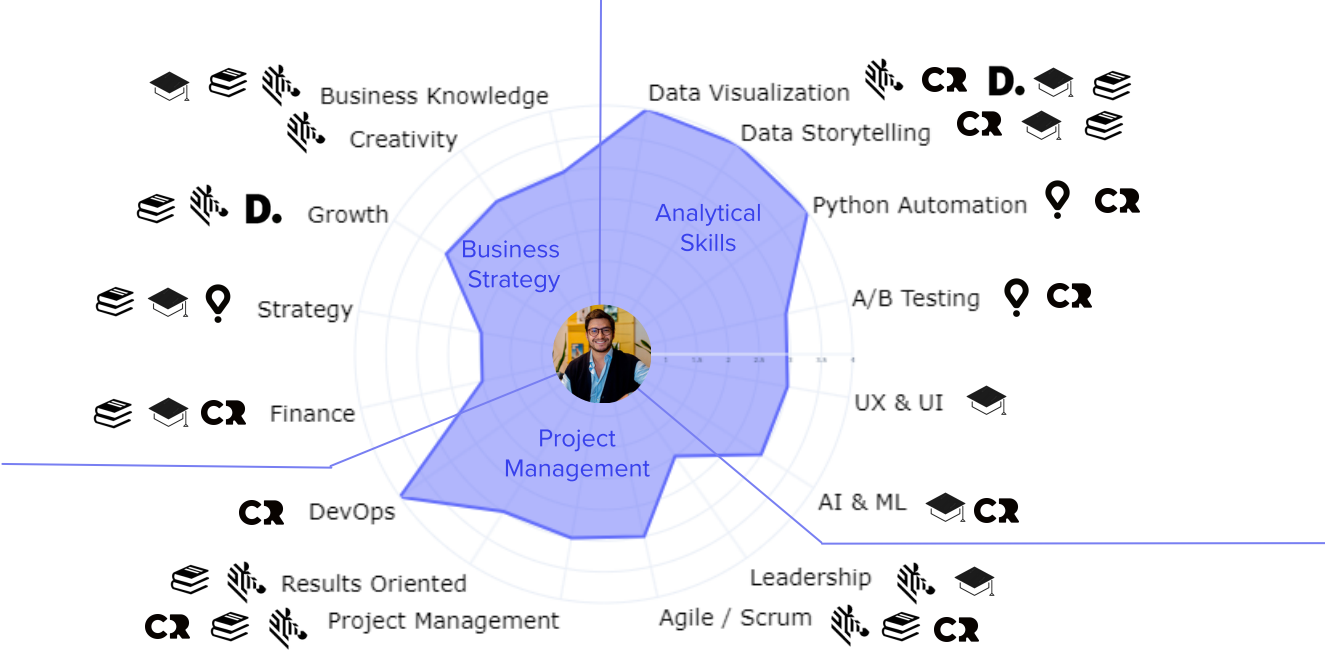- Homo Deus – Yuval N. Harari
- Nexus – Yuval N. Harari

Business Mindset
Ability to shape strategic direction, understand **complex technical projects**, and build strong cross-functional **relationships** that accelerate **decision-making**.

Data & Analytics
Solid expertise in data analysis, analytics engineering, and DevOps. Ability to translate **business needs into scalable data models** and AI-driven tools that enable accurate, fast decision-making.

Business Knowledge
Creativity
Growth
Strategy
Finance
DevOps
Results Oriented
Project Management

Business Strategy
Analytical Skills
Project Management

Data Visualization
Data Storytelling
Python Automation
A/B Testing
UX & UI
AI & ML
Leadership
Agile / Scrum

Results Oriented
Experience driving projects from definition to delivery using **Agile methodologies**. Able to set clear priorities, align stakeholders, and build data solutions that deliver measurable business results

JUAN DANIEL AMÉZQUITA

Barcelona (ES) · Open to EMEA-hybrid/remote: +34 605661011 · juandaniel190@gmail.com · linkedin.com/in/jda/ · github.com/dan7272

Strategic and growth-focused leader with a record of shaping revenue outcomes, strengthening commercial performance, and guiding cross-functional teams through complex business challenges. I bring a structured, hypothesis-driven approach to defining strategic priorities, aligning stakeholders, and driving measurable impact across sales, finance, product, and operations.
 I specialize in translating ambiguous problems into clear strategies, designing scalable mechanisms that improve decision quality, and unlocking new revenue opportunities through experimentation, monetization levers, and performance insights. By bridging executive teams with analytical thinking, I accelerate organizational alignment, operational effectiveness, and long-term growth.

SKILLS

Social/Business skills
- Revenue growth & commercial insights
- GTM & marketplace strategy · Monetization design
- KPI definition & performance storytelling · Sales & marketing performance reviews
- Strategic planning · Stakeholder management · Team leadership · Agile / Scrum

Tech Stack:
SQL, Python, Spark, R · Data Warehousing: GCP, Redshift, Azure
Data Engineering: Databricks, Snowflake, dbt, Azure
DevOps: GitHub, CI/CD, Agile, Model Versioning
BI Tools: Power BI, Tableau, Looker
Data Modeling: ETL Pipelines, A/B Testing, ML Forecasting

Languages & Certifications
- Spanish (C2), English (C1), Portuguese (B2)
- Data Science with Python (Google) · Advanced Power BI (Microsoft) · LookML Modelling (Google)
- Design Thinking (IDEO-U) · Criteo Retail Media & Digital Advertising / AdTech

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PROFESSIONAL EXPERIENCE • 9 YEARS   • (S&P500 + STARTUP + COSULTANCY + ENTREPENEUR)

CRITEO • 2 YEARS • Barcelona
Team Lead – Global Reporting - Revenue Ops & Sales Strategy - Aug/23 to Present
- Led a team of 4 in building Criteo's unified Retail Media & corporate reporting foundation, enabling consistent strategic planning across Sales Strategy, FP&A, and Product.
- Strengthened enterprise governance and aligned leadership around standardized KPIs and performance narratives.
- Delivered revenue-forecasting capabilities that improved visibility, guided planning cycles, and supported high-stakes commercial decisions.
- Partnered across Sales, Compensation, and Finance to identify revenue opportunities and optimize operational performance.

Data Analyst - AdTech & Retail Media - Jun/22 to Oct/22
- Improved sales execution efficiency (70% time reduction) by redesigning reporting processes, enabling teams to focus on strategic opportunities.
- Design and execute A/B Testing as a selling tools to showcase incrementality, based on the base KPIs defined with the customer

WEBCAT • 6 MONTHS • Remote
Head of Growth - Co-founder - https://webcat.app/ - Feb/23 to Aug/23
- Co-founded a marketplace connecting developers and customers, reaching $10K revenue in the first quarter.
- Defined OKRs, GTM strategy, acquisition funnels, and product–market fit priorities.
- Established growth loops and customer feedback mechanisms to guide product and commercial strategy.

DELOITTE • 1 YEAR • Barcelona
Consultant - Data Analyst - Strategic Growth Marketing - Oct/22 to Aug/23
- Built attribution frameworks to evaluate digital marketing ROI and inform strategic investment decisions.
- Reduced operational overhead (3h to 15 min) through audience-targeting redesign, increasing campaign agility and customer engagement.
- Led analytics for email marketing, driving improvements in segmentation, messaging effectiveness, and growth outcomes.
- Advised marketing leadership on KPI alignment and performance strategy.

GLOVO • 1 YEAR • Barcelona
Data Analyst - Global ads Strategy - Jun/21 to Jun/22
- Designed partner discount and incentive strategies for Glovo Ads, balancing acquisition, retention and margin to hit revenue and profitability targets.
- Partnered with Finance, Ads and Product to define OKRs and reporting for the Ads business, enabling clear visibility on funnel health.
- Crafted the monetization levers (pricing, bundles, promotions) to enable initiatives with the highest revenue by increasing retention.

ZEBRA TECHNOLOGIES • 5 YEARS • Bogotá
Sales Engineer Latin America - Product - Oct/15 to Sep/20
- Led technical execution across Latin America, bridging product, sales, and customers to design and implement end-to-end fulfillment, logistics, and supply-chain solutions.

EDUCATION

Master in Business Management - Universitat Pompeu Fabra BSM • Barcelona, Sep 2022)

- Focus on corporate finance, managerial accounting and data-driven decision-making.
- Courses in data science for business, marketing performance analytics and benchmarking

BCh. Electrical Engineering- Universidad de los Andes (#1 Colombia) • Bogotá, Sep 2017