Luis A. Escobedo

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Executive Summary

Executive leader with nearly 20 years of global experience translating data into enterprise value. Recognized for leading large-scale transformations, scaling global data organizations, and aligning analytical capabilities with business priorities. Trusted partner to C-level executives and board stakeholders, with a $400M+ track record in revenue generation, cost efficiency, and organizational enablement. Combines technical fluency, platform leadership, and product thinking with entrepreneurial insight. Advises early and growth-stage ventures and institutions across the U.S. and Latin America on technology strategy, product design, and business foundations.

Professional Experience

Head of Data & Advanced Analytics, Credit Risk, *Banco de Crédito del Perú*   August 2025 – Present

- Lead the strategy, development, and governance of credit risk models—ensuring alignment with business priorities, innovation, and regulatory standards.
- Oversee 3 chapters and 10–15 squads across credit scoring, decision models, and analytics enablement.
- Advance model accuracy, adoption of new techniques, and regulatory compliance through continuous improvement and technical rigor.
- Strengthen analytics leadership by developing talent pipelines and elevating the role of data in credit decision-making.

Head of Data & Analytics Engineering, HRO, *ADP*   June 2023 - July 2025

- Unified leadership across Analytics Engineering, Data Operations, and Governance, shaping the function as Head of Data & Analytics Engineering.
- Delivered $58M in revenue via pricing and churn models using ensemble ML and lifecycle analytics.
- Prevented $7.5M in controllable losses through early attrition risk detection and onboarding analytics.
- Reduced platform costs by 35% via infrastructure optimization and usage monitoring.
- Increased data adoption by 42% through semantic modeling, data ownership protocols, and enterprise-wide quality standards.
- Led 22-person team across engineering, product, and governance functions.
- Enabled experimentation and A/B testing culture across PEO vertical.

VP of Data and Analytics, *REEF Technology*   January 2023 - June 2023

- Promoted three times in three years; built and led global team across US, England, Israel, Jordan, and Dubai.
- Delivered $150M in projected revenue via location optimization for last-mile, food, and pharmacy services.
- Captured $80M uplift by optimizing cuisine and brand mix with ensemble ML models across 400+ kitchens.
- Improved labor and inventory cost efficiency by 17% and 25% via predictive analytics.
- Reduced cloud costs by 60% through platform consolidation, usage-based chargeback, and vendor rationalization.
- Scaled MLOps with 100x deployment speed and 100% drift detection success.
- Implemented global MDM and governance framework, increasing data adoption by 30%.
- Deployed embedded data teams across product, ops, and marketing, driving data-driven execution.
- Established unified KPIs and real-time dashboards for executive and investor reporting.

Senior Data Scientist, *Quantumblack, AI by McKinsey*   August 2017 - August 2019

- Generated $200M+ impact across banking, CPG, logistics, and healthcare clients.

- Reduced costs by $121M for a major LATAM bank by optimizing branch footprint.
- Designed a $5.5B go-to-market strategy for a U.S. agri-business entering Brazil.
- Improved steel production margins by $30M through output/cost optimization.
- Lowered transportation costs by 20% ($3.3M) and reduced medical waste by 40% ($1.5M).

Co-Founder & Partner, *Kipu, Technology & Strategy*   December 2024 - Present

- Guided startups and SME leaders across Latin America on technology strategy, product design, and AI feasibility, enabling high-leverage decisions and scalable growth.
- Advised Kaman (UCSP) incubator startups through tailored 1:1 mentorship and group sessions, improving pricing models, pilot design, and investor readiness across diverse sectors.
- Delivered focused strategy sessions for three early-stage ventures, helping founders structure MVPs, define key metrics, and prioritize go-to-market execution under uncertainty.
- Designed and facilitated a founder-facing metrics workshop, introducing actionable frameworks to define, track, and communicate performance indicators aligned with business strategy.

Co-Founder & Managing Director, *Green Street Holdings*   December 2024 - Present

- Led the productization and franchise strategy of a martial arts academy in Miami, supporting financial modeling, organizational design, and expansion into adjacent wellness offerings.
- Developed the go-to-market plan for a fight gear brand with operations in two countries, advising on positioning, channel mix, and cross-border commercialization strategy.
- Defined investment principles and screening criteria for a real estate holdings group in Peru, focusing on asset lifecycle value, rental yield, and long-term location fundamentals.

Enabling Capabilities

- **Strategic Data Leadership:** Define and execute data strategies that align with enterprise goals, enable experimentation, and drive long-term value creation.
- **Cross-Functional Execution:** Build and scale embedded data teams across product, engineering, and operations to accelerate business impact.
- **AI & Advanced Analytics:** Operationalize machine learning, NLP, optimization, and forecasting with strong MLOps and model governance foundations.
- **Scalable Platforms:** Architect and modernize data platforms using AWS, Spark, Airflow, Kubernetes, and cloud-native tooling for performance and reliability.
- **Governance & Trust:** Establish semantic layers, metadata standards, and data ownership models that accelerate adoption and build institutional trust.

Education

Ph.D., Geospatial Economics
University of Illinois at Urbana-Champaign, Champaign, IL

Dissertation: Spatial restructuring of Lima's economy, with focus on industrial concentration, retail co-location, and access to affordable medicine. Applied spatial econometrics and location theory to identify mismatches in public service delivery and market efficiency.

M.S., Geospatial Economics
University of Illinois at Urbana-Champaign, Champaign, IL

Thesis: Economic recovery and spatial transformation in post-crisis Lima. Used nonparametric and semiparametric methods to identify employment centers and assess reform impact on urban structure.

B.A., Geography
Pontificia Universidad Católica del Perú, Lima, Perú