

## Contact

(623) 4664172 (Home)  
luisagcenteno@gmail.com

[www.linkedin.com/in/luisagcenteno](https://www.linkedin.com/in/luisagcenteno)  
(LinkedIn)  
[www.luisagcenteno.dev](https://www.luisagcenteno.dev) (Portfolio)

## Top Skills

Leadership  
Data Engineering  
Google Cloud Platform (GCP)

## Certifications

Certified Professional for TIBCO  
ActiveMatrix BusinessWorks 5  
1. Databricks Certified Data Engineer  
Associate  
Oracle Certified Web Components  
Developer 5

# Luis Gonzalez

Director - Data Engineering and Architecture  
Phoenix, Arizona, United States

## Summary

Data & AI Leadership | Passionate about driving business growth and innovation through the power of Cloud, Data, Analytics, and AI. Leading the charge in building and transforming data-driven organizations. Extensive experience managing \$10M+ data technology portfolios and leading high-performing teams of 100+ associates. Visionary leader, empowering teams through coaching, mentorship, and a servant leadership approach. Proven strengths in decision-making, technical acumen, financial management, and staying ahead of industry trends.

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## Experience

### PetSmart

11 years 6 months

#### Director - Data Engineering and Architecture

September 2022 - Present (1 year 9 months)

Phoenix, Arizona, United States

Modernize Data Platforms - Migrated to Google Cloud, Databricks and Snowflake from on-prem traditional IBM Netezza Datawarehouse.

Enabled Machine Learning and AI at scale for the first time at PetSmart

AI and Customer Data Strategy drives significant cost savings and revenue lift for the company

Data Technology Strategy implementation allows efficient management of our platforms value/cost

Evolve Data Engineering practices to modern architecture

Implement Data Engineering industry patterns that helped with delivery of Data Products

#### Sr Manager Data Architecture

April 2021 - October 2022 (1 year 7 months)

Phoenix, AZ, United States

Matured Data Architecture and led data transformation at PetSmart

Implemented Marketing Activation platforms that leverage Data Platforms as a key enabler

Scaled Marketing Audience Segmentation through the use of Data Technology and Composable Platforms patterns

Enabled AI in Personalization, Marketing Segmentation, Activation and Measurement

Led Data Privacy Compliance based on a robust set of Data Governance principles

Delivered modernization of Finance data applications without any disruption to business

Creation of Data Architecture Center of Excellence to create Data Products at scale through the use of patterns and best practices

### EIM Manager of Strategic Projects

April 2018 - April 2021 (3 years 1 month)

Phoenix, Arizona Area

- Overseeing all Strategic Projects where EIM Reporting is involved
- Blueprint Management
- Resource Planning
- External Vendor Management
- Budget Accountability
- Project Change Management (Scope, Risks, Issues)

### EIM Delivery Manager

April 2018 - April 2021 (3 years 1 month)

### EIM Delivery Lead

November 2015 - April 2018 (2 years 6 months)

Phoenix, Arizona Area

- Technical and Business Leader for Development teams in charge of enterprise quality BI Reports, Analytics and Data development
- Solutions architecture for projects involving Enterprise Application Integration and Business Intelligence requirements.
- Contributor of strategic roadmap creation for EIM Delivery team
- Facilitator of execution over strategic roadmap in the EIM Delivery team
- Designer for Process improvements to accelerate BI solutions time-to-market and solutions quality
- Requirements gathering and estimation process standardization
- Led development work performed by internal developers and/or contractors and supports project resource scheduling and department capacity planning
- Establish and govern development standards on the EAI, DataWarehouse and BI platform covering the full range of the data supply chain and application integration.

- Work closely with Project Managers, providing regular and effective progress updates and ensuring clear identification and management of delivery risks and issues
- Work closely with relevant teams internally to ensure alignment and coordination across operations as part of the seamless implementation of existing and new systems
- Contribute to post implementation reviews helping to identify success drivers and opportunities for improvement that can be leveraged in future projects
- Identify and recommend talent development opportunities for internal staff.

## Software Engineer

December 2012 - November 2015 (3 years)

Phoenix, Arizona Area

- Collaboration with Enterprise Architecture, EIM Development, Business partners, Vendors and Contractors to gather requirements, build integration designs and lead development teams through the entire Software Development Life Cycle.
- Create EAI solutions designed based on company and industry standards in compliance with Enterprise Architecture principles and standards.
- Review of designed and developed solutions created by the EIM Development team in order to ensure quality in code according to company and industry development standards and best practices.
- Delivery of implemented EAI solutions which meet and excel business requirements. Guidance of business and technical teams through UAT phases and implementation of developed EAI solutions.
- Development of design patterns and lead team towards the use of best practices and industry design and development standards within EIM department in order to improve the quality and speed the project delivery times.
- Ability to delivery projects of simple, medium and large complexity

## MGM Resorts International

Senior Enterprise Architect

May 2012 - December 2012 (8 months)

Las Vegas, Nevada Area

Duties:

- Solve technical/business problems and guide others in the delivery of business solutions.

- Consult with cross-functional teams to design, develop and implement software applications.
- Define application architecture and drives solid decisions.
- Procure systems integration or custom-developed, application subsystems.
- Apply creative force and facilitates design of software components, systems interfaces and user interface to meet business objectives.
- Maintain currency in software development patterns and methodologies to support an agile environment.
- Promote application architecture view within larger architecture context.
- Follow relevant developments within industry and recommends and establishes best practice.
- Complete project life cycle to resolve data or engineering issues.
- Manage all projects from cradle to grave design, implementation to turnover.
- Perform other job related duties as assigned.

## PetSmart

### TIBCO Developer SOA/BPM/EDI

February 2011 - June 2012 (1 year 5 months)

- Rewriting and Testing of EDI B2B interfaces (such as 990, 210, 856, 850, 832, 846, etc) for full compatibility with TIBCO Businessworks 5.6. Technology used during development included TIBCO BW 5.6, TIBCO EMS, TIBCO Administrator, TIBCO Business Connect, XML, XPath, ADB and R3 Adapters which allow communication with Petsmart internal systems (Transportation, PO, etc).
- Development, Testing and Deployment of Web Services using TIBCO BusinessWorks (HTTP and JMS transports) to encapsulate common tasks (i.e. Partner lookups) in B2B EDI interfaces.
- Configuration and Deployment of EDI B2B interfaces to TIBCO 5.6 UAT and Prod environments.
- Configuration of Petsmart EDI Trading Partners in TIBCO BusinessConnect server.
- Analysis, Development, Testing and Deployment of interfaces on TIBCO 5.6 platform for GLMS system to exchange information with different Petsmart internal systems (Supply Chain). Technology used during development included TIBCO BW 5.6, TIBCO EMS, TIBCO Administrator, TIBCO BusinessConnect, XML, XPath.

- Documentation for each SDLC phases during TIBCO Upgrade and GLMS projects.

Tools:

TIBCO BusinessConnect

TIBCO BusinessWorks

TIBCO Enterprise Message Service

TIBCO SAP/R3 Adapter

TIBCO ADB Adapter

TIBCO Administrator

SOAP Web Services

Softtek

Software Developer

April 2008 - February 2011 (2 years 11 months)

Working on Java-related and ESB-based solutions with TIBCO Software for GE Treasury

Development of ESB-based (Publisher/Subscriber architecture) TIBCO interfaces according to GE best practices to intercommunicate GE Treasury internal systems. Technology used during development included TIBCO BW, TIBCO EMS, Web Services using TIBCO BW, TIBCO Administrator, XML, XPath, Stored Procedures in Oracle Database v9i.

Development of a Java based Security Framework for user authorization to application access levels. Technology used during this project was XML, Java Servlets, LDAP Services, SOAP Web Services with Java Axis framework.

Development of Java-based modules as enhancements to currently existing GE Treasury internal systems. Technology used during development included Java Servlets, JSP, Hibernate, Struts, SOAP web services, XML, XPath, JMS, Log4J, POI, AJAX, Javascript, CSS.

Responsible of Crystal upgrade from version 8.5 to XI, JDBC, Oracle Database v9i, MSSQL Server 2000 and 2005.

Responsible of SQL Server Data Transformation Services (DTS) upgrade to SQL Server Integration Services.

Following CMMI methodology to achieve CMMI certification

Create documentation for all SDLC phases during all projects.

## Centro Universitario del Futbol y Ciencias del Deporte

Software Developer

June 2007 - April 2008 (11 months)

I was in charge of developing the financial, HR and educational management systems...I used Java J2EE with Ajax

## Secretaria de Educación Pública

Software Developer

June 2007 - April 2008 (11 months)

### Main Tasks

- Analysis, Design, Development, Testing and Deployment of Web-based internal systems (such as Financial and Nutrition department systems) using Java technology. Technology used during development is Java Servlets, JSP, AJAX, Javascript, CSS, Tomcat, SQL Server 7.0 (TSQL for Stored Procedures y Triggers), PHP5, MySQL, Apache, JasperReports, iReports.
- Development, Testing and Deployment of reporting tools for CUFCO internal systems. Technology used during development Java Servlets, JSP, Java JasperReports and iReport.

## Instituto Nacional de Estadística, Geografía e informática

Software Developer

January 2007 - June 2007 (6 months)

Job Description: Professional Internship.

Immediate supervisor: M.C. Ahmeed Aréchiga Ortiz

### Main Tasks:

- Analysis, Design, Development and Testing of 'System for Statistics Behavior Histograms and Graphs' (Sistema para la Creación de Histogramas y Gráficas de Comportamiento). Technology used during development Java Servlets, JSP, JDBC, MySQL database, JCharts framework, Javascript, AJAX, CSS.

## Informatic Infrastructure

Technical Support

June 2006 - January 2007 (8 months)

Job Description: Social Service.

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## Education

Tecnológico de Monterrey

Master's degree, Computer/Information Technology Administration and Management · (2014 - 2017)

Instituto Tecnológico de Pachuca

Bachelor's degree, Computer Science · (2002 - 2007)

CBTis 222

Computers Technician, Computer Science · (1999 - 2002)

Secundaria

· (1996 - 1999)

Centro de Bachillerato Tecnológico, Industrial y de Servicios  
High School