LUIS GONZALEZ
Data and AI Leader

4549 W Stoneman Dr, Phoenix, AZ 85086

(623) 466-4172

luisagcenteno@gmail.com

PROFESSIONAL SUMMARY:

Leading data teams through strategy and delivery that drives business growth. Experience managing $10M+ data technology portfolios and leading high-performing teams of 100+ associates. Visionary leader with 15+ years of experience, empowering teams through challenges with a fast pace and energy. Proven track record in mission critical project delivery through team empowerment, technical acumen and awareness of industry trends.

- ☑ Data Engineering Leadership
- ☑ Solutions Architecture
- ☑ Machine Learning, GenAI
- ☑ Google Cloud, Azure, AWS
- ☑ Databricks, Snowflake
- ☑ Financial Acumen

PROFESSIONAL EXPERIENCE:

PetSmart

13 years 6 months

Director Data Engineering and Architecture | September, 2022 - Present

- **Platform Modernization - Migration** of 1300+ workflows from on-prem IBM Netezza and Informatica Power Center to Google Cloud, Databricks and Snowflake.
- **Machine Learning and AI - AI Strategy** implementation at PetSmart - enabled at scale for the first time at PetSmart. Using MLFlow, Feature Store and Model Registry. Use cases such as Customer Lifetime Value, Propensity and Product Recommenders.
- **Data Clean Rooms** with Snowflake Samooha for Audience Overlap, Marketing attribution and Look Alike Audiences for incremental revenue of $40M+
- **Customer Identity Strategy - Personalization** and marketing efficiency with cost savings of $20M+ and revenue lift of $50M+ through increased conversion and improved CRM engagement with our 35M+ active members.
- **Platform Cost Optimization**. Data Technology Strategy allows efficient management of our platforms value/cost. Established FinOps process
- Evolved **Data Engineering practices** to use industry standard patterns to create reusable Data Products
- **Budget accountability and contract negotiation** for Data Technology stack ($10M+ annually) including Google Cloud, Databricks, Snowflake, MicroStrategy, ThoughtSpot, Tableau, TIBCO, MuleSoft, Denodo, IBM Netezza, MDM, Informatica, Alteryx

Sr Manager Data Architecture | April 2021 - October 2022 (1 year 7 months)

- **MarTech -** Implementation of SalesForce Marketing Cloud platform. Redesigned Customer Journey and migration from Oracle Responsys, Vibes and Urban Airship to simplify MarTech ecosystem
- Built a **Composable Platforms** to scale Marketing Audience Segmentation through Databricks, Snowflake and HighTouch
- **Enabled ML** models for Personalization and Campaign Measurement
- Automated **Data Subject Rights Privacy Compliance** by implementing Data Governance principles
- Delivered modernization of Point of Sale and Finance (SAP-based) applications through the use of data platforms
- Matured Data Architecture through the creation of a **Center of Excellence** and led data transformation at PetSmart through the use of patterns and best practices

EIM Delivery Manager| April 2018 - April 2021 (3 years 1 month)
- Established Operational BI in 1700+ Stores and Grooming salons, 400+ PetsHotels and 14 DCs with MicroStrategy mobile
- Project Estimation and planning through creating a repeatable blueprinting process that yielded a +/-5% project cost variance.
- Implemented an Enterprise Resource and Capacity Planning Management tool to maximize productivity and minimize project onboarding time

EIM Delivery Lead | November 2015 - April 2018 (2 years 6 months)
- Led Development teams in charge of BI Reports, Analytics and Data delivery.
- Establish and govern development standards on EAI, DataWarehouse and BI platform.
- Talent development opportunities for internal staff.

Software Engineer | December 2012 - November 2015 (3 years)
- Integration with TIBCO BW and EMS. Python, Java, MicroStrategy, Informatica, Netezza
- Define company standards in compliance with EA principles and standards.
- Improved data quality and project delivery speed through design patterns, best practices and development standards. Peer reviews and approvals

MGM Resorts International
May 2012 - December 2012 (8 months)
Senior Enterprise Architect
- Accountable for end to end accountability in Financial applications for Hotel, Ticketing, Restaurants and other real-time applications from design through implementation to deployment and monitoring.
- Created application landscape view within larger architecture context.
- Defined application integration architecture standards.

EDUCATION:

Master's Degree, Information Technology Management
Instituto Technologico de Monterrey | 2014 - 2017

Bachelor's Degree, Computer Science Engineering
Instituto Technologico de Pachuca | 2002 - 2007

Computer Science Technician
CBTis 222 | 1999 - 2002

CERTIFICATION:

Databricks Certified Data Engineer Associate
Databricks | 2023

MicroStrategy Certified Analyst
MicroStrategy | 2020

Project Management Professional
Project Management Institute | 2018

MuleSoft Certified Developer
MuleSoft | 2015

TIBCO Certified Professional for BusinessWorks 5
TIBCO | 2011

Oracle Certified Web Components Developer 5
Oracle | August 2010

Sun Certified Java Programmer 6
Sun MicroSystems | 2009