




# Pedro Ávila

Solution Architect

 [pedroavila@gmail.com](mailto:pedroavila@gmail.com) (mailto:pedroavila@gmail.com)

 925.297.5538 (tel://925.297.5538)  New York, NY, US



[github.com/narcan](https://github.com/narcan) (github.com/narcan)



[@birdular](https://twitter.com/birdular) (@birdular)

## ABOUT

A technical leader with vision for results-oriented solutions focused on the user. Passion for bringing people, data, and technology to improve social outcomes.

## WORK EXPERIENCE


### Google Analytics Premium - Sr. Solutions Consultant, Google (google.com)

Jun 2013 - Present  2 years 7 months

Enable awesome analytics for our users by architecting custom solutions based on best practices

- Engaged directly with GA Premium clients to provide Google Analytics implementation guidance
- Developed an automated client onboarding process, scaling the team's capacity
- Developed a mobile app and guidance to train my implementation team in the use of mobile app analytics
- Fostered relationships with the sales team by writing and presenting a working-with-sales seminar
- Designed and managed the migration of the BigQuery linkage process from Buganizer to Cases
- Educated clients by launching a monthly webinar on implementation techniques
- Enabled enterprise-level serviceability by creating a bulk entity management tool

### Business Analyst, Zagat (Google)

Sep 2012 - Jun 2013  9 months

Provide business analysis, insights and data for Zagat's CFO

- Managed the redesign of Zagat's Content Management System feature prioritization and

product requirements

- Designed and Developed cross-functional processes for automating and optimizing corporate sales figures
- Reduced sales data collection process time by 95% through process redesign and automation

### **Sr. Solution Architect for Consulting and Integrations Services, Hewlett Packard (hpe.com)**

May 2005 - Jun 2011 ⌚ 6 years 1 month

Architect IT process solutions across the world

- Engaged directly with Project Portfolio Management Center (PPMC) clients to re-engineer their processes and automation
- Led data-collection initiatives to build industry best practices
- Developed sales collateral and project architecture proposals to help close deals
- Managed teams of technical consultants from many backgrounds and cultures in English, Portuguese and Spanish
- Led classroom trainings for clients and partners in different languages across various technical levels

, Segue Software (Borland/Micro Focus) (<http://www.borland.com/en-GB/Silk-Portfolio>)

Sep 2005 - May 2005 ⌚ -3 month

Break my client's web applications to expose flaws in their architecture

- Designed and implemented performance tests for web applications
- Managed different client architectures to properly automate tests
- Monitored and interpreted test results to formulate causal analysis reports

## SKILLS

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**Google Analytics (master):** collection strategy, analysis, ecommerce, BigQuery, API, Apps Script.

**Public Speaking & Presentation (advanced):** public speaking, presentation, facilitation.

**Web Development (advanced):** javascript, html, css.

**Data Analysis (advanced):** R, SQL, Python.

**Android (initiate):** Java.

## EDUCATION

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**Applied Quantitative Research, MA, Columbia University**

Sep 2010 - May 2012

4.0 **Data Mining, Machine Learning and Pattern Recognition (4240)**

Regression Models & Temporal Processes (4016)

Data Analysis (4015)

Micro & Macroeconomic Analysis (5213 & 5211)

Quantitative Methodology & Theory (4010)

Geographic Information Systems and Spatial Analysis (4070)

Political Economy (4370)

Media & Economic Development (6046)

**Computer Science, BS**, California Polytechnic State University

Sep 1999 - Jun 2004

## AWARDS

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**Winner of Data Journalism Bicoastal Datafest Hackathon**, Sunlight Foundation

Awarded on: Nov 2013

Built an application that uses Benford numbers to direct journalists efforts by identifying likely areas of accounting fraud at local levels of government

## VOLUNTEER WORK

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**Instructor**, Capoeira Brasil

May 2014 - Present

Lead classes in capoeira technique, conditioning, culture and etiquette, maintaining a fun and safe environment

**Instructor**, New York Sailing School

Jun 2011 - Present

Instructed students of various age groups in sailing theory and safety techniques

**Emergency medical technician**, Municipal Hospital & SAMU

Jun 2003 - Jan 2004

Admitted patients and assisted physicians

- Performed examinations on a semi-rural population, at times assisting physicians in minor surgeries
- Administered pre-hospital care onboard ambulances in an urban environment, including advanced life support during aerial transports

## PUBLICATIONS

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## **On the Evaluation of Conditional Cash Transfer Programs**

(<http://academiccommons.columbia.edu/item/ac:153797>) , Columbia University

Published on: May 19, 2012

Masters thesis research of the measurement methods used in assessing welfare programs in Latin America

## **PPMC Value (<https://docs.google.com/presentation/d/1yxeoZM-r4ZSFm5CgMbucknuHfLiCh4wBIMHbO-jiXSM/>)**

, Hewlett Packard Services Summit - Oslo, Norway

Published on: Oct 21, 2009

Presentation quantifying the value of implementing Hewlett Packard's Project and Portfolio Management Center

## **Scoping PPM ([https://docs.google.com/document/d/1oIANO8ANrCDImm\\_XP49s77zn1-STamSmE823WfWmUWc/edit](https://docs.google.com/document/d/1oIANO8ANrCDImm_XP49s77zn1-STamSmE823WfWmUWc/edit))**

, Hewlett Packard Consulting Briefcase

Published on: Jan 08, 2009

HP Knowledge Brief to provide an understanding of how to scope Project and Portfolio Management Center projects

## **Thinking PPM (<https://docs.google.com/presentation/d/1QM9P8270-eRj5fRKHXzhl9h40tVmEADQuceqYz-M6uY>)**

, Hewlett Packard Services Summit - Prague, Czech Republic

Published on: Jun 15, 2008

Introduction to more effective architecture and design in Project and Portfolio Management Center

## **qpeN™ ASCII Cryptosystem**

(<https://docs.google.com/document/d/14GOMnNFIRrqyWjVC2t4Ak2yx4AT2ibQMgiDtsafgkKk>) , California Polytechnic State University

Published on: Jun 16, 2004

An introductory example of RSA cryptography using an implementation based on Java elements

## **Napster, KaZaA and the Code (<https://docs.google.com/document/d/12InqlU0O-QDerTJOmC8K83DTgBBgU37DkVtMNellxiA/edit?usp=sharing>)**

, California Polytechnic State University

Published on: Mar 22, 2002

A comparative analysis of the Software Engineering Code of Ethics in the context of file transfer utilities

# **INTERESTS**

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**Outdoors**

Sailing

Surfing

Hiking

Swim, Bike, Run

## Martial Arts

Capoeira

## Writing

short stories

poetry

## REFERENCES

### Michael Hansen - Principal IT Systems Engineer at Pacific Gas and Electric Company

From the time I recruited him, I have been and continue to be impressed with Pedro. He possesses the rare combination of excellent technical skills and even better people skills. He is hard working, considerate of others, and extremely honest. I would feel confident using Pedro's services in any field that he decides to peruse.

### Mathias Nöbauer - Sales Manager for Cloud & Enterprise at Microsoft

Pedro is a great colleague to work with! He is adaptive, customer-oriented and has a lot of practical experience.

### Brian McQuillan - Senior Product Manager at ServiceNow – The Enterprise Cloud Company

Pedro is a pleasure to work with. He never shirks a challenge and doesn't complain when the going gets tough. His professional 'can do' attitude has helped ensure that the projects he worked on were successes both for the company and the customer. I highly recommend him.

### James Nelson - Sr. Project Manager at Nevada System of Higher Education

Pedro was extremely helpful on a very short time-framed project I managed. In a few days he was able to clarify and resolve issues that had not been resolved by his peers. He is very approachable and knowledgeable in his field. I would work with him any day and hire him if I owned an IT company....or any company for that matter.

### Bart van Slobbe - Head of Digital and Media PSA Peugeot, Citroën and DS Benelux

Pedro has contributed many insightful and helpful articles to the travel guides of WritingTravellers.com. He is attentive to detail and takes his audience into consideration, writing travel articles for their benefit, by finding new travel experiences and rejuvenating the hot spots with new angles and perspectives. I'm glad to have his contributions and recommend him as a travel writer to anyone looking for depth, meaning and purpose from their writers.

## LANGUAGES

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**English** (Native) , **Portuguese** (Native) , **Spanish** (Fluent) .