

# Ricardo Daniel Alatorre Cantú

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## EDUCATION

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### THE UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS

*Master of Business Administration*

Chicago, IL, USA

Sep 2019 – Jun 2021

- Concentrations in Econometrics & Statistics, Business Analytics, Operations Management and Analytic Finance

### COLUMBIA UNIVERSITY IN THE CITY OF NEW YORK

*Bachelor of Arts*

New York City, NY, USA

Aug 2010 – May 2014

- Double major in Mathematics & Economics

## EXPERIENCE

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### General Assembly

Remote

*Data Science Fellow*

Nov 2022 – Feb 2023

- Developed a Long Short-Term Memory (LSTM) model to forecast hourly energy demand in Monterrey, Mexico, achieving a Mean Average Percentage Error (MAPE) of 13.7%
- Completed a 480-hour data science immersive in order to refine skills in Python programming, statistical modeling, and supervised & unsupervised machine learning methods

### Amazon Web Services

Chicago, IL, USA

*Senior Program Manager – Solutions Value Engineering, AWS Solutions Group*

Sep 2021 – Oct 2022

- Achieved revenue uplift of 17.6% by developing a business value modeling methodology that leverages value benchmarking data in Sales engagements instead of relying on cost benchmarks to drive Sales for AWS Solutions software
- Developed an annual revenue forecasting model covering 22 Industry Solutions domains (e.g. Manufacturing) and 9 Cross-Industry Solutions domains (e.g. CRM, Automation) in order to evaluate AWS Solutions Group sales growth throughout the year and contributed to the development of a business value calculator to drive sales for the Automotive Solutions team
- Researched approaches for value-based selling, synthesizing best practices across 4 Sales GEOs & updating internal resources

*Business Developer MBA Intern – Power & Utilities, AWS Solutions Group*

Jun 2020 – Sep 2020

- Developed a proposal for an electric vehicle managed charging solution on AWS Cloud to reduce wind and solar energy curtailment, which was adopted by 2 utility clients and contributed to the development of an EV fleet management platform

### CEMEX

San Pedro Garza García, Nuevo León, México

*Energy Analyst – Business Development*

Apr 2017 – Jul 2019

- Reduced CEMEX's projected energy costs for its Mexican operations by 20% over the next decade by leveraging Monte Carlo simulation methods to make decisions on how to cover over 32% of its yearly energy consumption
- Developed web scraping scripts and Locational Marginal Pricing models using Python and R and built Tableau dashboards to track energy demand and price at nodes of the Mexican National Energy Grid that affect 1052 MW of installed capacity, supporting the Project Finance team's modeling of new and existing renewable energy developments
- Placed over 80% of a 250.5 Megawatt (MW) wind farm's yearly energy generation through the negotiation of Power Purchasing Agreements with clients in the retail, aluminum, and brewing industries
- Delivered over 20 hours of Microsoft Excel training to 10+ experienced analysts & advisors

### Auric Consulting

San Pedro Garza García, Nuevo León, México

*Business Analyst*

Oct 2015 – Mar 2017

- Reconfigured the building handover process of a regional affordable housing developer and standardized said process in 36 different developments across 7 states in order to improve customer satisfaction and regulatory compliance
- Designed a jointly-agreed replenishment process for a high-volume beverage supplier and retailer that reduced inventory days by 8%, reduced product shortages by 55%, and increased payload by 6%
- Standardized recruitment, retention, and academic quality development processes for a local private university (approx. 8000 students) across 27 undergraduate departments and 17 graduate departments

## ADDITIONAL

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- Languages: Fluent in English and Spanish
- Technical Skills: Python, R, SQL, Microsoft Excel, Financial Modeling, Time Series Forecasting, Classification, Deep Learning
- Certifications: AWS Cloud Practitioner, Data Science Immersive [General Assembly], ML Specialization [DeepLearning.AI]