

Ronald Mego

Chief Data Analytics Officer (CDAO) | MBA & B.Sc. in Statistics | Machine Learning | Artificial Intelligence

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Profile

Ronald is a senior Data professional with over 15 years of experience in the Telecommunications, Fintech, and Digital sectors. He has a hybrid profile in Data, Analytics, Technology, and Business, which has enabled him to lead projects in Data Strategy, Data Governance, Business Intelligence, Machine Learning, Artificial Intelligence, and Data Monetization. He has focused on driving value through data efficiently, achieving tangible results in finance, growth, and customer experience. He has led multidisciplinary and multicultural teams, bridging the gap between business needs and C-level stakeholders with the technical language of his teams. This approach has allowed him to translate complex concepts into solutions aligned with strategic business goals while strengthening team integration with key areas such as technology, cybersecurity, marketing, and finance. Ronald has held roles such as Data Team Manager, Sr. Data Analyst, Sr. Data Scientist, and Sr. Data Engineer. He is proficient in programming languages like SQL, Python, and R, and combines a strong background in Statistics with an MBA. This allows him to transform mathematical, statistical, and programming foundations into strategic value for the business while fostering a strong Data Culture within the organization.

Professional Experience

Regional Head of Data (CDAO) *Millicom / Tigo* **Panama City, PA** 08/2023 - present

- Design, implement, and lead Data Strategy and innovation projects with the regional Datalake, aimed at generating New Revenue Streams, including initiatives such as Data Monetization and operational efficiencies powered by Generative AI and LLMs.
- Plan and execute the data chapter budget, aligning with Millicom's efficiencies and achieving a 35% YoY optimization in Snowflake and AWS costs.
- Data Governance of 50MM Telco and 5MM MFS users for use by HQ, 9 countries, and specialized teams such as Lending, AML, Fraud, Finance, and Marketing.
- Lead the migration of dashboards from Tableau to Power BI and Streamlit, optimizing nearly 70 dashboards for HQ and 6 countries, reducing costs and achieving end-user satisfaction.
- Lead the migration to a hybrid Data LakeHouse with Snowflake and Redshift, defining the best solution for each business case.
- Supervise a team of 9 direct reports and oversee indirect reports across countries, ensuring alignment with strategic goals.

Regional Head of Customer Intelligence *Millicom / Tigo* **Panama City, PA** 12/2021 - 07/2023

- Design and lead the Customer Analytics strategy focused on customer loyalty, acquisition, and churn prediction, seamlessly integrating business objectives with advanced analytics capabilities such as marketing mix modeling and lifetime value analysis.
- Create from scratch the first customer behavior models, including lifetime value and marketing mix analytics, achieving significant marketing budget optimization with improved campaign results.
- Develop segmentation models for LATAM campaigns, optimizing customer acquisition cost (CAC) and conversion rates, and automating deployment through Braze and AWS.
- Implement revenue analytics by RGUs segmentation, designing next best offer (NBO) strategies tailored to each segment, and automating these processes into real-time data pipelines for dynamic tracking and optimization.
- Build the analytics team and their profiles from scratch, accelerating insights delivery and standardizing reporting across headquarters and six countries.
- Supervise a team of 8 direct reports and oversee indirect reports across countries, ensuring alignment with strategic goals.

Data Manager *Grupo El Comercio* **Lima, PE** 11/2019 - 11/2021

- Develop user segmentation models and content recommendation models, supporting business objectives related to subscription growth and engagement.
- Manage analytics tools to grow digital audiences, using real-time A/B testing with Chartbeat and Comscore.
- Lead data architecture projects using BigQuery and QlikView for the administration of the digital group's data.
- Implement a zero and 1st (first) party data consolidation project into a golden record, enabling audience data monetization and the generation of new revenue streams.
- Develop B2B and B2C dashboards to support strategies for digitalization and data monetization in programmatic advertising, using Google Analytics and Chartbeat.
- Lead and promote the adoption of automation through RPA (Robotic Process Automation) with Artificial Intelligence, successfully automating manual tasks between accounting operations and the reading of KPIs from various external sources.
- Supervise and guide a team of 8 direct reports, ensuring alignment with business goals.

Customer Insights Manager *Telefonica / Movistar* **Lima, PE** 11/2016 - 10/2019

- Manage and model data for 17 million customers across home, prepaid, and postpaid products, establishing a single source of truth (SSOT) to support the Customer 360 business strategy, enhancing customer satisfaction and campaign effectiveness.
- Develop dashboards for sales, collections, and customer support, and implement the first text mining model to analyze customer satisfaction in chatbot interactions.
- Provide advanced fraud detection analytics to identify sales fraud among channels, partners, and vendors.
- Supervise and guide a team of 15 direct reports, ensuring alignment with business goals.

Customer Data Specialist [Telefónica / Movistar](#)

Lima, PE 08/2009 - 10/2016

- Delivered robust, customer-centric, and commercially monetizable data solutions, earning outstanding recognition for achievements.
- Developed analytical models for marketing, sales, customer experience, and collections, optimizing strategies for B2C mobile prepaid, postpaid, and home services.

Professor of Applied Computational Statistics [Universidad Nacional de Ingeniería](#) Lima, PE 03/2016 - 08/2016

- Utilize innovative teaching methods and interactive tools to simplify complex statistical concepts, resulting in a 20% reduction in student dropout rates and increased confidence in learning.
- Design and execute curriculum incorporating real-world business case studies and data analysis projects, effectively bridging the gap between theoretical knowledge and practical application.
- Mentor students on academic and career paths in data science and statistics, with several students successfully securing internships and roles in top-tier companies.

Education

BSc. Applied Statistics [Universidad Nacional de Ingeniería](#)

Lima, Peru 2005-2011

Thesis Project: "Segmentation of subscribers by traffic consumption in prepaid lines of Telefonica using k-means multivariate cluster analysis". Top student, outstanding grade.

Master in Business Administration (MBA) [PAD Business School](#)

Lima, Peru 2016-2018

Thesis Project: "Application of non-operational troubleshooting of Telefonica and its sales channels". Outstanding grade.

Diploma Data Leadership

Cambridge, MA, USA 2024-2024

Leveraging Data Systems [Massachusetts Institute of Technology](#)

Participated in an immersive program with leaders in data management at the MIT Executive Program.

Specialized Programs and Diplomas

- Data Monetization, Management, and Trends (May. 2024) - [IEUniversity & edX](#)
- Data Strategy: Data as Competitive Advantage (Jan. 2022) - [Berkeley Executive Education](#)
- Entrepreneurship and Innovation Program (May. 2018) - [Darden School of Business - Charlottesville, VA, USA](#)
- Diploma in Applied Finance (Jul. 2012) - [Universidad del Pacifico](#)

Technical Skills certifications

- AWS Cloud Certified Cloud Practitioner (Apr. 2024) - [Amazon Web Services](#)
- Cloud Data en Azure (Dec. 2023) - [Bootcamp Institute & Microsoft](#)
- GCP, Big Data and ML (May. 2020) - [Coursera & Google](#)
- Data Science in Python (Aug. 2020) - [Coursera & University of Michigan](#)

Skills

- **Data Story Telling:** PowerBI, Shiny, Streamlit, Tableau, Looker Studio, QuickSight
- **Programming and Cloud:** R, Python, SQL, Spark, Snowflake, Redshift, BigQuery, Synapse, CI/CD, ML Ops, Airflow
- **Machine Learning and AI:** Statistical Modeling, PyTorch, TensorFlow, SageMaker, OpenAI, LangChain, RAG, Bedrock
- **Soft Skills:** Leadership, Communication, Team Collaboration, Problem Solving, Presentation Skills

Languages

- English [Fluent]
- Spanish [Fluent] - Native