Ronald Mego

Head of Data Analytics & Innovation | Agentic AI / Gen AI | Telecom | Fintech

✉ ronald.mego@outlook.com 🏠Panama City, PA 🌐[Web](Web) github LinkedIn

Profile

Data leader with 15+ years of experience transforming data into business value across telecom, fintech, and digital industries. I focus on building data-driven solutions that drive revenue growth, optimize costs, and enhance customer experience. My approach combines business strategy with technical expertise, leading multicultural teams to deliver impactful analytics solutions. I specialize in turning complex data challenges into clear insights that help organizations make better decisions. Currently leading data & AI initiatives at Millicom | Tigo, where I focus on developing data monetization strategies and implementing innovative analytics solutions across Latin America.

Professional Experience

Data Analytics and Innovation Manager *Millicom | Tigo*   **Panama City, PA** *01/2025 - present*
- Lead and develop a Data Analytics Roadmap to enhance Tigo Users Digital experience.
- Design and implement a Data Monetization Strategy to drive new revenue streams and optimize costs.

Head of Data - MFS *Millicom | Tigo*   **Panama City, PA** *08/2023 - 12/2024*
- Leading Tigo Money's data strategy across data governance, analytics and dashboarding to enable monetizable use cases while ensuring compliance standards.
- Implement Data Analytics tools andframewrok for Mobile Financial Services with Lending Risk management, Fraud detection and Customer Insights.

Head of Marketing Analytics - MFS *Millicom | Tigo*   **Panama City, PA** *12/2021 - 07/2023*
- Design and lead the Customer Segmentation and Campaign Management strategy powered by Customer Intelligence for Tigo Money, aligned with the Global CMO
- Develop and implement a Digital Marketing Analytics framework to measure the effectiveness of marketing campaigns, optimizing the marketing mix and increasing ROI.

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.
- 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.

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.

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 Ingenieria*   **Lima, PE** *03/2016 - 08/2016*
- 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 Ingenieria*   **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
Leveraging Data Systems *Massachusetts Institute of Technology*
Cambridge, MA, USA *2024-2024*
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 and 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**: Advanced Excel, Advanced Power Point, PowerBI, Tableau, Looker Studio, QuickSight, Shiny, Streamlit
- **Data tools**: Python, R, SQL, Spark, Hadoop, Snowflake, Redshift, BigQuery, Synapse, CI/CD, ML Ops, Airflow
- **Financial Skills**: Financial Modeling, Revenue Forecasting, Cost Analysis, Pricing Strategy, Profitability Analysis
- **Data Strategy**: Data Governance, Data Quality, Data Monetization, Data Privacy, Data Security, Data Ethics
- **Soft Skills**: Leadership, Communication, Team Collaboration, Problem Solving, Impactull Presentation Skills

Languages

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