

# Ronald Mego

Sr. Data Manager | Data Governance & Strategy | Agentic AI Innovation | Telecom | Fintech

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## Profile

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Data leader with 15+ years of experience helping companies as a professional and consultant in telecom, fintech, and e-commerce 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 in analytics, AI, and data architecture, leading multicultural teams to deliver impactful results. I specialize in turning complex data challenges into clear insights that enable better organizational decision-making. Currently leading data & AI initiatives at Millicom | Tigo, where I develop data governance projects and implement innovative AI solutions across Latin America.

## Professional Experience

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**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 (~50 million), leveraging AI and Machine Learning models.
- Design and implement a Data Governance and Monetization Strategy to drive new revenue streams and optimize costs, aligning with the Global CDO.

**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 and framework 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 funnel conversion and increasing ROI.

**Data Manager** [Grupo El Comercio](#) Lima, PE 11/2019 - 11/2021

- Lead Data Governance and 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

- Data Governance 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

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**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

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- 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

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- 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

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- **Data Strategy:** Data Governance, Data Quality, Data Monetization, Data Privacy, Data Security, Data Ethics
- **Soft Skills:** Leadership, Team Management, Project Management, Agile Methodologies, Stakeholder Management
- **Financial Skills:** Financial Modeling, Revenue Forecasting, Cost Analysis, Pricing Strategy, Profitability Analysis
- **Machine Learning:** Supervised Learning, Unsupervised Learning, Reinforcement Learning, Deep Learning, Natural Language Processing
- **Cloud & DevOps:** AWS, Azure, GCP, Docker, Kubernetes, Terraform
- **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

## Languages

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