



## Sergio Córdoba, MSc.

Data | AI | Analytics

*From data to business assets*

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(native) (conversation) (basic)

### About me...

With **10 years of experience around AI and data science**, I have worked in projects focused on supporting and improving business processes.

I have worked in **multidisciplinary and multicultural teams**, in several sectors, using a wide range of technologies and mathematical methods, and employing agile or kanban methodologies.

**From raw data to start up in PROduction, including results presentations to business users**, I am proficient in the different stages of these types of analytics and machine learning projects (input preparation, modeling, deploy and monitoring).

### Academic background

**Postdegree in "Advanced methods in applied statistic"** (UNED, Spain, 2017)

**MSc. in "Mathematical modeling and research, statistics and computing"** (University of Zaragoza, Spain, 2015)

**Postdegree in "Microsystems and smart instrumentation"** (University of Zaragoza, Spain, 2013)

**MSc. in Physics** (spanish 5-years-degree. University of Zaragoza, Spain, 2013)

### Workshops and courses

#tensorflow #datarobot  
#IBMWatson #neuralnetworks  
#hadoop #spark #agile #linux  
#simulation  
#computationalscience  
#softwarearchitecture

### Experience

**2018 – 2025 - Senior data scientist at Vueling Airlines / KnowMadMood, AI and Advanced Analytics dept, Zaragoza (Spain)**

Remote working. tech-lead role. End-to-end data flows building, ETL, data exploration and analysis (EDA), modeling, machine learning, deploy, model monitoring and maintenance, business presentation. Different business cases, modeling approaches, technologies and projects.

#classification #regression #reporting #ETL #KPIs  
#dataanalysis #EDA #businesspresentations #jira #git #agile

core on #AWS #AWSRedshift #AWSS3 #SQL #python #docker #airflow  
also, #Azure #GCP, depends on each project

- NPS-drivers (2024-2025)  
#lightgbm #SHAP  
- company documentation RAGs, generativeAI (2024-2025)  
#generativeAI #RAG #AWSBedrock  
#Azure #AzureSearch #AzureBlob  
- Web activity, GoogleAnalytics data (2023)  
#GCP #GoogleAnalytics #GA4 #BigQuery #CloudStorage  
- Customers datamart (2023)  
#AWSLambda #parquet  
- Segmentations (2022-2023)  
#kmeans #TSNE #PCA #pagerank #PLS #kprototypes #xgboost  
- Ancillaries recommender (2021)  
#recommender #xgboost #AWSLambda #AWSSagemaker #AWSApiGateway  
#python #ROC  
- Baggage pricing optimization (2020)  
#RandomForest #AffinityPropagation #ROC #R  
#datarobot #xgboost #ONNX #python #gradientdescent #regression  
#AB-testing  
- Forecasting (2019)  
#DemandCurve #R #sparkR #sparkSQL #linux #bash #hive #spark  
#hadoop #hdfs #parquet #regression  
- Anomaly-detection (2018)  
#DBSCAN #knn #SVM #PCA #LIME #ROC #R #linux #bash #python #flask  
#mlflow #hive #spark #hadoop #hdfs #parquet

**2018 - 2021 - PhD courses at UNED, Intelligent Systems program, Madrid (Spain)**

Research and courses around. Algebraic treatments to compound vector representations of text fragments from word embeddings

#R #python #SemanticVectorRepresentation #WordEmbeddings  
#SemanticCompositionality #VectorAlgebra #nltk #BERT #Word2Vec  
#Glove

**2016 - 2018 - Data scientist at NTT Data (everis), AI dept., Zaragoza (Spain)**

- Ontologies and graphs data bases  
- Trends detection  
- Information Retrieval  
- Semantic searcher

#java #R #Solr #elasticSearch #kibana #web-scraping #RDF #OWL  
#SparQL #graphDB #virtuoso #ontologies #pentaho #MySQL #OpenNLP  
#Freeling #Tinkerpop #NLP

**2016, Aug - Nov - BI Junior Consultant at Banco Sabadell / Innova TSN, Commercial Intelligence dept., Sant Cugat del Vallès (Spain)**

Junior data scientist at Banco Sabadell Headquarter.

#GBM #RandomForest #Regression #R #SAS #SQL #ETL #Microstrategy  
#marketingcampaigns #KPIs #SASmacros #ProcessesAutomation

**2015 - 2016 - Research collaborator at INA (Nanoscience Institute of Aragon), Universidad de Zaragoza (Spain)**

Analysis, implementation and tests of scientific tool for inter-atomic distances estimation from high-resolution micrographs (TEM).

- **2016, Research collaborator** <http://nanomath2016.sciencesconf.org/>  
- **2015, Msc work-end scholarship** <https://deposita.unizar.es/record/24069>

#R #C #C++ #DigitalMicrograph #regression #mixtureGaussianModel  
#LevenbergMarquardt #GradientDescent #imageProcessing #imageJ  
#Nanoscience #TEM