

JOSÉ MANUEL ORTEGA GARCÍA

PERSONAL INFORMATION

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<https://shre.ink/ChemaOrtegaCV>

PROFESSIONAL PROFILE

Professional specialized in Business Intelligence and Microsoft Power BI, with official Microsoft certification. Extensive career in Business Intelligence roles in the pharmaceutical, chemical, and educational sectors. Expert in strategic analysis, team management, and results orientation. Stands out for negotiation skills, innovation, and creativity, with a positive attitude toward new challenges and full availability for travel and remote work.

PROFESSIONAL EXPERIENCE

Oct-2021 – Jan 2026 IQVIA

Senior Data Analyst – Business Intelligence

Design and development of interactive dashboards in Power BI for business areas. Data modeling in Power BI Desktop (tables, relationships, measures, calculated columns). Creation of advanced DAX measures for complex analyses. Data transformation and cleansing with Power Query (M). Integration with multiple sources: Excel, SQL Server, APIs, SharePoint, CSV, etc. Optimization of report performance (efficient models, size reduction, optimized measures). Configuration of Workspaces, permissions, roles, and row-level security (RLS). Automation of updates and scheduled refreshes. Collaboration with business teams to define KPIs and metrics.

Technologies and tools: Power BI Desktop, Power BI Service, Copilot, Claude and ChatGPT (AI), DAX, Power Query / M, Tabular data modeling, SQL (basic and intermediate queries), advanced Excel, SharePoint / OneDrive, basic ETL, refresh automation, RLS (Row Level Security).

Achievements: Reduction of report generation time by 70% through automated dashboards. Implementation of optimized data models that improved report performance by 40%. Development of a KPI system that allowed management to make real-time decisions.

2018 - 2021

BUSINESS INTELLIGENCE CONSULTANT (PROJECT-BASED CONSULTING)

Companies: BISMART, ADAMO (HAYS), Grupo DEVOTEAM / DRAGO SOLUTIONS, Daniel Gómez

Role Description:

Business Intelligence Consultant specialized in Power BI, participating in multiple projects for sectors such as retail, telecommunications, energy, finance, and corporate management. Comprehensive development of BI solutions: data modeling, KPI creation, process automation, dashboard design, and support for executive teams in decision-making.

Main Responsibilities:

- Design and development of dashboards in Power BI for different business areas.
- Advanced data modeling with Power Query (M) and creation of complex DAX measures.
- Implementation of security models (RLS) and deployment of solutions in Power BI Service.
- Integration of multiple data sources: SQL Server, Excel, APIs, SharePoint, CSV.
- Requirements gathering and direct collaboration with business and executive profiles.

Highlighted Projects:

- INDITEX – GV Sea Freight (Bismart): Dashboard for controlling logistics costs (land/sea/air) and impact analysis on results.
- Teleperformance (Bismart): Six Sigma dashboards (Histograms, BoxPlots, Pareto) for analysis of customer indicators (Iberdrola, Vodafone, Verisure).
- ADAMO (HAYS): Operational dashboards (Activations, Deactivations, Fiber and Internet Contracts). User management and line-level security (RLS).
- Perfumerías Júlia (Devoteam): Financial BI implementation, KPI creation, and data modeling with Power Query.
- Grupo COBRA (Devoteam): Corporate and subsidiary dashboards, development in Power BI and deployment in Microsoft Service.
- Daniel Gómez, S.L.: Complete financial BI system: Cash-Flow, deviations, budget control, and row-level security.

Apr 2016 – Jun 2018 **CESIF Formación**

Master Program Consultant

Consulting to achieve Sales through CRM. Coaching processes for potential students. Interviews with prospective students. Departmental control of activities through a Business Intelligence tool. ONLINE training. Achieved 110% of face-to-face objectives and 220% ONLINE.

Apr 2014-Nov 2015 **CESMA Business School**

Project Manager – Business Intelligence System Implementation

Leadership of a team of 11 consultants to implement a comprehensive Business Intelligence system. Definition of commercial strategies, operational plans, and price review. Development of dashboards for General Management with Power Pivot. Achievements: 30% increase in turnover. Implementation of the Global Commercial Plan and integrated dashboards.

2012- Mar 2014

Freelance Consultant for financial advisory and strategic management

Financial and Strategic Advisor for Executive Committees. Design and implementation of balanced scorecards and financial control systems. Development of daily cash-flow forecasts and economic monitoring systems. Impact: Increased reliability in management decisions and advanced financial control in clients such as Grupo Blue/Exclama and OTG Products.

1991 – 2011

MANUFACTURAS PLÁSTICAS ORTEGA, S.A. (Chemical Sector)

Deputy General Manager / Financial Director / Quality Manager – ISO 9000

Strategic, financial, and commercial management of the company (up to 60 employees). Development of operational plans, dashboards, and reporting for shareholders. Commercial management of key accounts (El Corte Inglés, Coca-Cola, Espasa Calpe) Implementation of ERP-CRM NAVISION and ISO 9000 Quality System.

Key achievements:

- Recovery of profits after two years of losses.
- Obtaining bank financing of €2.3M.
- Professionalization of management control and internal productivity.

ACADEMIC AND ADDITIONAL EDUCATION

- **2021: Master online Microsoft Power Platform for Controlling**
- **2020: Microsoft Certification: Microsoft CERTIFIED DATA ANALYST ASSOCIATE (Octubre-2020)**
- 2018: Microsoft Power BI Course (Business Intelligence): Microsoft accreditation
- 2017-2018: Advanced Microsoft Power BI Course (Business Intelligence – Business Intelligence) – SolidQ
- 2015-2016: Advanced Course in Integrated Management Control (200 classroom hours) – CESMA Business School
- 2004-2005: Executive Development Program (PDD) – IESE Business School
- 2001-2002: Master in Business Administration (MBA) – Escuela Internacional de Negocios
- 1986-1990: Bachelor in Business & Administration (Business Administration and Management – A.D.E.) – Saint Louis University (SLU - Missouri – United States)

IT SKILLS

- 2015: Microsoft Business Intelligence tools: PowerPivot, PowerView, PowerMaps, PowerQuery
- 2010: MICROSOFT NAVISION ADVANCED
- 2009: Microsoft Access: Advanced course on database creation and administration: SQL language

IDIOMAS

- English: High spoken and written level, used regularly in the work environment