MANUEL SÁENZ GUIRADO

Director, Platform & Data Operations | Big Data, Analytics & Digital Transformation Leader

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PROFESSIONAL SUMMARY

Senior data and operations leader with 25+ years driving large-scale data platforms, analytics transformations, and technology-enabled business operations for global organizations. At IATA, built and led a 40-person team operating the systems that underpin worldwide settlement services and process 750M+ passenger flight bookings a year. Spearheaded the organization's data lake — covering 30%+ of global air travel and cargo records — and embedded machine learning and analytics into day-to-day operations. Combines data-engineering fluency with commercial negotiation, SAP/Salesforce rollout experience, and a consulting background across telecoms, utilities and internet. PhD in Business/Managerial Economics (Q1 journal publication); Executive MBA from IE Business School (FT Top-10).

CORE EXPERTISE

Data Operations & Platforms • Data Lakes, Analytics & ML Deployment • Enterprise System Modernization (SAP, Salesforce) • Order-to-Cash & Billing at Scale (US$100M+) • Program, Vendor & Multimillion-$ Contract Management • Global Team Leadership (40+ staff, multi-country) • Digital Transformation & Product Launch • Pricing & Commercial Strategy • R, Power BI, SQL, Salesforce, SAP • Telecoms, Aviation, Utilities, Internet

PROFESSIONAL EXPERIENCE

IATA (International Air Transport Association) — Madrid, Spain May 2017 – Present

Director, Platform & Data Operations — Financial Distribution Services

- Lead a 40-person multi-disciplinary team operating the settlement, invoicing and data-processing platforms that power IATA's Financial Services Division worldwide.
- Built a dedicated data-operations unit that processes 750M+ passenger flight bookings a year, and promoted machine-learning and advanced analytics within the department.
- Led implementation of the operational Data Lake, covering travel and cargo records representing 30%+ of worldwide air-traffic volume, and launched external data products and analytical-reporting services for customers.
- Negotiate, implement and monitor multi-million-dollar contracts with strategic vendors and customers to operate and evolve IATA's financial-services systems.
- Directed replacement of core legacy platforms serving ~100,000 business customers and generating 30%+ of divisional revenue, delivered with minimal service disruption.

IATA — Geneva, Switzerland Apr 2011 – May 2017

Assistant Director — Divisional Standardization, Revenue & Customer Operations

- Developed and rolled out a group-wide operating-process standardization programme across HQ, regional and country levels; billing operations grossed US$100M+ per year across 50,000+ business customers (airlines, travel agents, freight forwarders).
- Lead functional revenue expert for IATA's global SAP roll-out across five regional centres; standardized order-to-cash end-to-end.
- Designed and implemented the business-intelligence initiative (operating scorecards, KPIs, target operating model) and the pricing system for IATA's cost-recovery passenger and cargo units.
- Led the corporate project to implement IATA's Salesforce customer portal, today serving 100,000+ registered users globally.

Deloitte Consulting — Madrid, Spain Dec 2006 – May 2011

Manager — Technology, Media & Telecommunications

- Advised TMT clients (Orange, ONO-Vodafone, Costa Rica's ICE, regional Spanish cable operators) on strategy, pricing and operating-model design.

- Designed go-to-market strategies for Mobile Virtual Network Operator launches and built network-cost and mobile-pricing assessment models.
- Delivered online and web-channel strategy engagements for telecom companies and led customer-lifecycle transformation projects (onboarding, support, termination, logistics).

MoviDream — Madrid, Spain Mar 2003 – Nov 2006

Manager, Mobile Marketing & Applications

- Delivered mobile-marketing projects across finance and retail and outsourced location-based services (friend-finders, navigation, traffic) for mobile operators, including a Telefónica white-label B2C service with 100k+ users.
- Launched the online channel for the company and ran digital-marketing campaigns; responsible for marketing of SME mobile-application products.

Universidad Rey Juan Carlos — Madrid, Spain Nov 2002 – Jul 2003

Associate Professor — Management Information Systems

- Taught Management Information Systems, focusing on the application of IT to improving business performance.

Blue C New Economy Consulting AG — Madrid, Spain Jun 2000 – Feb 2002

Senior eBusiness Consultant

- Consulted on eBusiness strategy for retail, B2B and online-portal start-ups: business plans, market analysis, enterprise valuation and product positioning.

PricewaterhouseCoopers Consulting — Madrid, Spain 1997 – 2000

Senior Consultant — Telecom, Media & Technology

- Implemented CRM / customer-care systems (Vantive-Oracle, Siebel) and call-center operations (provisioning, support) for telecom and satellite-TV operators.
- Set up a customer web portal for service subscription; supported operations design for new entrants (Retevisión, Jazztel) during Spanish telecoms deregulation.

EDUCATION

PhD, Business / Managerial Economics — Universidad Politécnica de Madrid (Sept 2022 – Feb 2026). *Published: "Agency conflicts in innovation adoption: Lessons from the airline industry", Journal of Innovation & Knowledge (Q1).*

Executive MBA — IE Business School (Instituto de Empresa), Madrid (2004 – 2005). Graduated A-. *IE EMBA ranked #6 globally by Financial Times (2023) and #10 by TopMBA (2024).*

Master's in Business Administration & Management — Universidad Rey Juan Carlos, Madrid (2010 – 2011). *Thesis on the Impact of IT on Organizations.*

Double Major, Business Administration & Law — ICADE (E-3), Universidad Pontificia Comillas, Madrid (1991 – 1997).

CERTIFICATIONS & EXECUTIVE EDUCATION

Microsoft Professional Program in Data Science • Introduction to Data Science — Microsoft (DAT101x) • Analyzing & Visualizing Data with Power BI — Microsoft • Bitcoin & Cryptocurrencies — UC Berkeley (edX, verified) • Blockchain Technology — UC Berkeley • Digital Disruption — IMD (2021) • Inspirational Leadership — IMD (2019) • Scrum Product Owner

LANGUAGES

English (fluent, professional) • **Spanish** (native) • **French** (basic).