

LUIS ANGEL SANDOVAL RUIZ VELASCO

Remote | Mexico | lasrv@hotmail.com | www.linkedin.com/in/lasrv

SUMMARY

Industrial engineer turned data & AI strategist. I work at the intersection of process optimization, business intelligence, and artificial intelligence, leading teams and building systems that don't just surface data, but drive decisions. I bring operational depth that most analysts lack, and strategic clarity that most engineers miss.

MAIN SKILLS:

- Problem Solver
 - Python | SQL | Big Query | Oracle
 - Data Visualization Expert
(Tableau,PowerBI, Microstrategy, Looker)
- JIRA, Asana, Servicenow
 - Project Management
 - Requirements gathering
 - Data Analysis
- AWS
 - Agile
 - No & Low Code Specialist
 - Automation

PROFESSIONAL EXPERIENCE

PROLOGIS *via UST*REMOTE
Technical Project Manager | Property Technologies | IT & Analytics
May 2023 - Current

- Coordinated end-to-end delivery and support operations across 7 countries, triaging incoming requests and aligning engineering, operations, and business teams to consistently meet 90%+ SLA / on-time targets.
- Dispatched and balanced workload across a team of three engineers, assigning cases by severity and technical scope, removing blockers, and maintaining response times in a fast-paced support environment.
- Owned the full case lifecycle — from intake and prioritization through assignment, escalation, and stakeholder sign-off — ensuring clean handoffs and clear next actions across multiple simultaneous workstreams.
- Identified inefficiencies in routing, backlog management, and escalation paths; built structured workflows and runbooks that reduced friction and enabled faster, more predictable resolution.
- Defined success metrics for support and operational processes, iterating on workflows and using outcomes to drive continuous improvement in queue health and resolution times.
- Maintained operational accountability across 7 international markets, proactively managing risk, escalating customer-impacting issues, and aligning teams around shifting priorities to protect SLAs.
- Combined stakeholder input and operational data to assess business impact and urgency on incoming cases, ensuring routing and prioritization decisions reflect real customer needs.
- Built operational dashboards to monitor queue health, SLA risk, and staffing gaps, surfacing anomalies and giving leadership real-time visibility into service performance.
- Partnered cross-functionally with engineering, operations, vendor management, and leadership to clarify ownership, route work effectively, and drive timely resolution of technical issues.
- Coordinated external partners and vendor escalations during service-impacting work, ensuring timely engagement, clear action items, and resolution within defined service standards.

Sr. Business Analyst, Worldwide Customer Experience
Jan 2023 – April 2023

- Provided the Board and management teams visibility into data between Salesforce and other systems.
- Research on data behind internal systems. Salesforce vs non-connected systems.
- Overseeing the creation and maintenance of reports, dashboards, and other data visualizations to track KPIs and OKRs.
- Cross join of data between systems and identify a common id between systems, whole understanding of the CRM data and other systems.

Technologies used:
Salesforce, SQL, Denodo, Tableau, Confluence, JIRA, ETL, Agile, Snowflake, PowerBI,

ORACLEREMOTE
Sr. Lead Business Analyst, Global Talent Operations
Sep 2021 – Jan 2023

- Worked directly with the Top Management and helped understand the importance behind the talent data.
- Developed a Talent Ops Dashboard for KPI tracking & daily metrics in Oracle Analytics Cloud, by connecting multiple data sources & complex duties for Senior Top Management.
 - Leading and managing a team of analysts to ensure the effective delivery of data insights and analytical projects to internal stakeholders. Coaching & mentoring of 3 data science interns.
 - Made strategic recommendations based on the data analysis and models built to the leadership team and tell the story using data visualization.
 - Implemented clean and documented data strategy for KPI, dashboard & report generation.
 - Reduced 100% in reporting by automating existing reports in Oracle Analytics Cloud and reduced human error.
 - Review, process, validate the integrity of data used for analysis.

Technologies used:
SQL, Oracle Analytics Cloud, JIRA, ETL, Tableau, Confluence, Python, Agile

HERBALIFE NUTRITION <i>Business Analyst, Worldwide Sales Strategy</i> Mar 2017 – Mar 2020	
	- Created an interactive sales dashboard that contributed to a 3% YoY global sales growth, led accurate forecasting for vacations and promotions in North America, and guided the team in utilizing company tools effectively. - Leveraged MicroStrategy and SQL to develop standardized dashboards and reports, with "What-If" scenario analysis. - Delivered executive presentations and business reviews, provided country-specific metric forecasts, and conducted in-depth post-analysis of promotional campaigns, events, and vacations for distributors across organizations. - Increased revenue by creating accurate forecasts for promotions and events with historical data and regional behaviors.

Technologies used: SQL, MicroStrategy, R, Python, ETL PANDUIT <i>Quality Assurance & Analytics Intern, Global Shared Services</i> Mar 2016 – Jun 2016	
	- Develop & Update Dashboards in Tableau for all the departments (Finance & HR) - Analyze and leverage the performance of the Global Shared Business Services teams. - Operations Performance Analysis (KPMs vs SLA) - Customer Experience Analysis

Technologies used:
MySQL, TABLEAU, EXCEL, ETL

FREELANCE PROJECTS

ASISTIRAS.COM <i>Asistiras.com is a user-friendly platform designed for guest registration and confirmation. Utilizing no-code and low-code platforms like Airtable, Make, WhatsApp API, and Looker Studio, it streamlines the RSVP process. Users can easily register and confirm attendance via WhatsApp, while data visualization tools provide insights into guest lists. Asistiras.com offers a seamless solution for event organizers, enhancing efficiency and user experience.</i>	
	REMOTE
HAIRSTORY - Enhanced & developed frontend store in Shopify www.hairstory.com - Applied translations for Spanish & French Stores. Site Migration - Unbounce landing pages development & deployment.	
	REMOTE
PRONTO HOUSING <i>Business Intelligence Consultant & Developer</i> - TABLEAU Report & Dashboard development, deployment & maintenance - Complex SQL queries & Data modeling - AWS Athena	
	REMOTE
SOTEAS - Remote Technical Support Engineer - Operating systems (e.g., Windows, macOS) - Networking troubleshooting - Process Automation & Implementation - Hardware troubleshooting and maintenance - Software installation and configuration - Database management - CRM Implementation & Development by using no-code tools. Airtable.	
SUITES MARYSOL HOTEL - Website Development - KPI Reporting & Monthly Analytics - Strategic ideas for revenue increase - CRM Implementation - Physical to digital transformation - Network integration	

EDUCATION

ITESO,
 INDUSTRIAL ENGINEERING

CERTIFICATIONS

- Tableau Desktop Specialist, Tableau 2024 – Present
- Business Intelligence on Oracle Analytics Cloud, Oracle University, April 2022
- Enhanced Visual Analysis with Data Visualization, Oracle University, April 2022

INTERESTS: Cooking. Biking.