

# DANIEL ALFONSO SILVA BARRERA

Head of Analytical Strategy | AI Development & Implementation | Data & AI  
Product Manager | Data & Analytics Project Manager

## Professional Profile

**Leader in Analytics, Data Science, and Artificial Intelligence**, with a strategic focus on both the organization and the end client. Experienced in the management and development of multidisciplinary teams for the implementation of data-driven business solutions, generating value in business decision-making.

**Specialized in the execution of multicultural projects** (United States, Colombia, Chile, Argentina, Peru, Panama, India) using agile methodologies focused on solving functional needs, ensuring efficiency and adaptability in complex environments across diverse industries including banking, energy, and consumer goods, among others.

Strong knowledge in **Artificial Intelligence (GenAI and traditional)**, integrating **machine learning** models for the prediction and optimization of strategic processes.

Extensive academic and professional background in **descriptive, predictive, and prescriptive analytics**, with an emphasis on **Cloud Solutions, Python, PySpark, and SQL**; committed to excellence, continuous self-learning, and leadership to drive business growth and competitiveness.

## Professional Experience

**SLALOM.** Bogotá (CO)

**Consultant, AI & Machine Learning.** Jan. 2026 – Pres.



- **Participate in strategic advisory and technical execution of Artificial Intelligence and Machine Learning solutions** for global clients, transforming complex business challenges into actionable data architectures.
- **Act as an expert consultant in the design of predictive and generative models** for companies in the **Retail and CPG** sectors, ensuring AI solutions deliver measurable business value to stakeholders.
- **Manage the full lifecycle of AI projects**, from the discovery phase to deployment, collaborating with multidisciplinary teams to modernize data and analytics ecosystems.
- Facilitate technical and executive communication, translating advanced data science concepts into strategic narratives that enable informed decision-making at the leadership level.
- **Research and implement emerging technologies (including GenAI and LLMs)** to keep clients at the forefront of digital transformation, optimizing operational processes and end-user experience.

### Principales proyectos gestionados:

- **Peet's Coffee:** Participated in the design and implementation of a **Digital Twin** for automating the selection of coffee blends, achieving strategic cost optimization and a significant reduction in execution times across procurement and product design stages.

Integrated advanced **Machine Learning and Artificial Intelligence** techniques to automate decision support, transforming manual processes into efficient and scalable workflows within the supply chain.

**BANESCO PANAMÁ.** Panamá City (PA)

**Head of Artificial Intelligence.** Sep. 2024 – Dec. 2025



- **Identified and deployed high-impact Artificial Intelligence and Machine Learning initiatives** within various vice presidencies to drive information management, improve user experience, and enable synthesis, analysis, and data-driven decision-making.
- Led the data science, machine learning, and artificial intelligence team in the implementation of advanced solutions (8 team members, including direct and outsourced personnel). **Accountable for multidisciplinary project teams:** Data Engineers, Architects, and others.
- **Serve as Product Owner** for outsourced projects, responsible for partner and vendor relationships.
- Oversaw the development and maintenance of predictive models by **implementing Machine Learning models** for forecasting market trends, financial risks, and customer behavior patterns.
- **Developed and tailored AI solutions tailored to the needs of different business areas:** operational processes, customer service processes, and digital transformation products.
- **Drove innovation and continuous improvement** within the area, driven by knowledge of AI and customer experience trends and best practices.
- Presented strategic proposals and project status reports to executive management, communicating the business value and ROI of ML/AI initiatives.

## Contact

Bogotá, CO

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## Strengths

- Driving digital transformation projects with direct impact on business processes
- Demonstrated experience in implementing Artificial Intelligence, advanced analytics, and data science projects for end clients
- Designing and optimizing AI and Machine Learning models across various business environments
- Proficient in Data Science for scaling solutions and improving data processing throughput
- Strong communication skills applied in interactions with teams, clients, stakeholders, and executive management
- Cross-industry experience: banking, energy, consumer goods, and more
- Directly supporting the management of business strategy projects by offering technical insights in data and data governance
- Technology background characterized by continuous learning of technological and market trends

## Main Contributions:

- ✓ Defined and developed the strategic methodology for the implementation of machine learning and artificial intelligence projects (in-house or outsourced).
- ✓ **Participated in the creation and implementation of the ML/AI governance policy**, considering technical, legal, and ethical aspects.
- ✓ Defined and implemented the training and communication strategy for Generative Artificial Intelligence according to the profiles and seniority of all bank employees.
- ✓ Implemented IT solutions incorporating artificial intelligence models, ensuring efficiency and accuracy in alignment with corporate objectives.
- ✓ Improved user experience through projects developed jointly with business areas, presenting proposals and progress to C-level executives.
- ✓ Provided strategic leadership and assertive team management by assigning challenges aligned with each member's talent; promoting research and innovation in techniques and methodologies.

## ACCENTURE. Bogotá (COL)

**Data Engineer, Management & Governance Sr. Analyst.** Oct. 2021 - Jul. 2024



- **Designed and implemented machine learning and artificial intelligence solutions tailored to specific client needs**, optimizing information processing and storage.
- Developed and defined analytical roadmaps focused on marketing for the prioritization and implementation of **specific projects in companies within the financial, retail, and CPG sectors**.
- **Applied advanced data analysis and Machine Learning techniques** to generate actionable insights that enhance client strategy.
- Cross-departmental collaboration and coordination with business and client teams to ensure data solutions align with the client's business and operational objectives.
- **Leadership in internal R&D+i initiatives** to explore and implement new trends and technologies in data science, machine learning, and artificial intelligence.
- **Key Clients:** Banco Galicia, Nutresa, Grupo Éxito, Avianca, Caterpillar, Econova (Ecopetrol), Canal Caracol.

## Main Projects Managed:

- ▶ **Nutresa:** Led the implementation of tools and analyses based on machine learning and artificial intelligence to understand the customer and their consumption habits, in order to define data-driven marketing strategies.
- ▶ **Econova (Ecopetrol):** Led the design and development of a pipeline to extract and process natural language from social media, coupled with the implementation of a dashboard to monitor the performance of Econova's launch campaign, Ecopetrol's new open innovation network.
- ▶ **Internal R&D+i Unit:** Directed the development of a website and a content recommendation engine based on AWS technologies, strengthening the company's online presence through the application of effective technological solutions.
- ▶ **Caterpillar:** Led the implementation of the process for extracting and consolidating data from Google Analytics through BigQuery, improving the accessibility and usability of data for strategic decisions.
- ▶ **Avianca:** Played a key role assuming Data Scientist functions in the implementation of recommendation models based on artificial intelligence.

## UNIVERSIDAD DEL ROSARIO. Bogotá (COL)

**Academic Analytics and Information Specialist.** Jan. 2017 – Aug. 2021



- **Led the data and analytics strategy for the Academic Directorate**, designing the KPI architecture and predictive models to optimize educational management.
- **Acted as Product Owner** in the development of institutional platforms and control dashboards, automating data-driven decision-making and market analysis.

## INFÓRMESE SPSS ANDINO. Bogotá (COL)

**Product Specialist IBM SPSS.** Mar. 2015 - Dic. 2016



- Led the design and drove the sale of over 50 analytical proposals across various sectors, generating \$10 million annual revenue for the company.
- I led the creation and dissemination of courses, workshops, seminars, among others, on advanced analytics.

## EVERIS. Bogotá (COL)

**Junior Consultant.** May. 2011 – Mar. 2013



- Participated in the implementation of information systems in organizations such as UGPP, Pacific Rubiales Energy, and Allianz. **This included** improving operability, managing multiple areas, and handling large volumes of data to optimize organizational efficiency.

## Experience as a Research Project Assistant \_

- **PI2E Project**, Xaverian Pontifical University, Bogotá, Apr. 2013 - Nov. 2014
- **Vive Digital 2 Project**, National University of Colombia, Bogotá, Nov. 2013 - Feb. 2014

## Education \_



**Xaverian Pontifical University**

**MSc in Industrial Engineering.** 2012 - 2014

**B. Eng. In Systems Engineer.** 2005 - 2010

## Certifications \_



**AWS Cloud Practitioner**

## Professional Development \_

- **AI Product Management Specialization**, Coursera, 2024
- **Machine Learning Engineering for Production – MLOps**, Coursera, 2022
- **Information Visualization**, Coursera, 2021

## Languages \_

**Spanish**

● ● ● ● ● ● native

**English**

● ● ● ● ● ● B2  
Usual working language for projects involving the USA and India

## Data science and cloud computing tools\_ applied in led projects

- ▶ Machine Learning, Artificial Intelligence, Generative Artificial Intelligence
- ▶ Python
- ▶ SQL
- ▶ PySpark
- ▶ Tableau / Power BI
- ▶ Cloud Infrastructure (AWS, GCP, Azure)

## Agile Project Management \_

CRISP-DM

Scrum

Kanban

## Further Information:

LinkedIn

in/danielsilvabarrera

