JUAN OLIVER-CRUZ
Senior Data Analyst | Solution Architect

"Innovative data analyst and scientist with AI skills, driving business growth through data-driven solutions"

About Me

I'm a seasoned Data Management professional with 16+ years of data management experience in the Airline Industry and 22+ years of experience in driving organizational success through enterprise scale data-driven solutions and strategic thinking. With a proven track record of implementing enterprise data solutions and delivering significant cost savings, I bring expertise in AI, cloud computing, and data analytics to my work. My goal is to leverage my skills as an organizational Data Solution Architect to drive business growth and innovation in multicultural environments.

Experience

IATA - Senior Manager, Industry Data and Analytics
Jan 2021 – Present   *Geneva, Switzerland*
- Led proof-of-concepts for Generative AI technologies using LangChain and large language models (LLMs).
- Collaborated with airlines to develop a new industry passenger segmentation strategy, enhancing revenue growth and customer satisfaction.
- Deployed a Digital Transformation Objectives Tracker to align strategic goals and ensure timely project completion.
- Developed and deployed the Airline Retailing Costs Benchmarks Tool using AWS (S3, Lambda, Athena) and Power BI, enabling data-driven decision-making.
- Implemented cost benchmark initiatives with Next.js, Python Flask, and Snowflake, improving operational efficiency and cost optimization.
- Designed and implemented Python-based internal automation tools to enhance process improvements.
- Acted as Subject Matter Expert and collaborated on Industry Data Modeling projects.

IATA - Senior Manager, FDS Business Intelligence Projects
Nov 2016 – Dec 2020   *Geneva, Switzerland*
- Developed a predictive algorithm with 93% accuracy to determine agencies' business models, enhancing the data value proposition for Market Intelligence Data Tapes (MIDT) and industry partners.
- Led the EU CRS Code of Conduct engagement, increasing travel agencies' consent from 50% to 94%.
- Conducted Financial Distribution Services (FDS), strategic industry engagement resulting in a USD 10 million revenue increase.
- Contributed to IATA's Data Strategic Vision, and IATA's Data Governance.
- Organized four Travel and Tourism Datathons, promoting data-driven innovation in the sector.

IATA - Senior Manager, BSP Solutions Development
May 2016 – Nov 2016   *Geneva, Switzerland*
- Led the Agency Debit Memo (ADM) Industry Working Group, conducting root cause analysis and optimizing processes, resulting in a USD 115 million industry cost reduction.
- Spearheaded data-driven analysis, achieving USD 15 million in savings and a 20% reduction in ADM unit cost.
- Served as Subject Matter Expert for Passenger Conference, developing systems and operational processes.
- Actively participated in documenting both Functional and Non-Functional Requirements for key IATA Settlement Services systems.

Contact

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- 🌐 **https://Juan.Oliver-Cruz.me**

Languages

🇪🇸 Spanish   🇬🇧 English   🇫🇷 French

Skills

Creativity	Leadership
Problem Solving	Teamwork
Strategy	Quick learner
Enthusiast	Cloud Computing
Artificial Intelligence	Agentic Frameworks

Python, Javascript(ES6+), SQL, HTML5, CSS, VBA

Tableau, Power BI, Matplotlib, Plotly

Education

Master in Generative Artificial Intelligence
2024 - UCAM/Udia   *Online*

Diploma on Strategic Logistics
2003- ICHEC Entreprises   Brussels, Belgium

BS in Business Administration. Economics
2001 - SETON HALL UNIVERSITY   NJ, USA

1st cycle of Computer Engineering
1997 - Universidad Europea   Madrid, Spain

Baccalauréat Scientifique
1995- LYCÉE FRANÇAIS DU CAIRE Cairo, Egypt

Trainings

Advanced GPTs Training
2024 - JH Education   *Online*

Stanford Code In Place CS106A
2024 – Stanford University   *Online*

Practical Data Science with SageMaker
2023 - AWS   *Online*

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Experience (continued)

IATA - Manager, DPC Systems Management
May 2012 – May 2016   *Geneva, Switzerland*
- Product Manager for key systems in IATA Settlement Services, supporting 120,000 users.
- Collaborated with operational teams, Global Distribution Systems (GDS), and Airlines Reporting Corporation (ARC), participating in industry-leading technical forums.
- Managed system developments to ensure alignment with IATA resolutions and standards.
- Reduced costs through effective vendor relationship management and generated insights for cost reduction and debt prevention strategies.
- Coordinated critical reports and served as the primary contact for Standard Operating Procedures.
- Liaised with regional stakeholders and represented key groups to facilitate support coordination and inter-departmental developments.

IATA - Assistant Manager, DPC Operational Management
Sep 2008 – May 2012   *Madrid, Spain*
- Led key operational activities, building relationships with Data Processing Centers and Ticketing Service Providers (TSP).
- Delivered large-scale regional projects, including harmonizing Ticketing Authority between BSPlink and TSP.
- Implemented daily data input (RET) monitoring procedures, reducing fraud exposure.
- Automated operational processes and tools, increasing Service Center Europe's efficiency and meeting management reporting requirements.
- Recognized with a Silver Award for substantial cost savings through continuous improvement and automation.

St. Jude Medical - Systems & Operations Support, Logistics Coordinator
Jun 2007 – Sep 2008   *Brussels, Belgium*
- Collaborated with the Systems and Operations Support Team to improve the distribution center through CRM business systems and reporting functionalities.
- Developed efficient logistics strategies for medical devices, focusing on master data integrity and KPI analysis.
- Aligned divisional business requirements with corporate ERP strategies.
- Demonstrated expertise in supply chain operations, CRM systems, and ERP strategies, delivering significant business improvements and automation solutions.

Skechers USA - Logistics Coordinator
Nov 2002 – Jun 2007   *Milmort, Belgium*
- Coordinated warehouse transition from outsourced facility to internal distribution center, increasing service levels by 20% and reducing order entry process time by 40%.
- Implemented data integrity measures, improving data accuracy by 20%.
- Developed and conducted customer service training, enhancing compliance projects and outbound logistics.
- Optimized transportation, reducing costs for European subsidiaries by 15%.
- Demonstrated expertise in business analysis, operational support, automation, and business improvement.

Other Work Experiences
Murgi Cargo SL - Traffic Coordinator   *El Ejido, Spain*
Jocelyne's Ltd - Intern   *Maplewood, NJ, USA*

Trainings (continued)

The Machine Learning Pipeline
2023 - AWS   *Online*

MLOps Engineering on AWS
2023 - AWS   *Online*

Generative AI for Business
2023 - IMD   *Online*

PowerBI Advanced
2023 - Learn@IATA   *Online*

Innovation; Creativity & Technology Advanced
2019 - Learn@IATA   *Online*

Amazon Web Services–Big Data
2015 - QA London Intl. House Centre   *London*

Airline Business Models and Competitive Strategies
2014 - ITDI IATA   *Geneva*

Project Management – PMP advanced
2013 - ITDI IATA   *Geneva*

Project Management – PMP
2012 - ITDI IATA   *Madrid*

Credit Card Payment Policies and Fraud Prevention
2011 - ITDI IATA   *Geneva*

Hobbies

Road Cycling	Running
Football	Hiking
Ski	Travel
Music	Cooking
Flight Simulator	Home Cockpit
3d printing	DIY Robotics