César Marco Antonio Robles González

Date of birth: 27.02.84 • **Nationality:** Mexicano • **Address:** Ciudad de México, Mexico • **Phone number:** (+52) 55 4145 7976 • **Email address:** cerobles@gmail.com • **Web:** https://cmaroblesg.github.io

Balancing the responsibilities of a Data Scientist Manager and Product Owner has refined my ability to merge data science with precise project management. My day-to-day activities involve collaborating with diverse teams, defining product visions, and ensuring flawless project execution. In my role, I dispel banking myths about generative AI. By introducing LLM models, I envision a banking era that leverages transformative technologies for optimal customer and employee experiences.

The financial sphere, especially post-COVID-19, is in flux. I am at the forefront, guiding transitions like remote work integrations and driving digital transformations through agile methodologies. In these evolving times, adaptability isn't a choice; it's a necessity.

My passion for learning is ceaseless, pushing boundaries both professionally and personally. Beyond work, chess hones my strategic thinking, while collaborative gaming fosters global connections.
Organizational prowess is second nature to me, influencing my professional roles and leisure pursuits in sports data analysis.
Family is my anchor. Shared moments, from simple joys with pets to my daughter's daily reminders, fuel my ambition. My spouse, a bedrock of support, emboldens me to scale new heights.

Let's connect! Whether discussing the shifting paradigms of work, AI nuances, or the cloud's vast expanse, collaboration amplifies innovation.

Specialities: Python, Data Science, Data Management, Data Governance, Tableau, Qlik Sense, Alteryx, DevOps, Machine Learning, Generative AI, LLM, Cloud Computing, Automation.

Strengths

Data Analysis Strategic Planning Team Leadership Problem Solving Communication Skills Project Management

Leadership Strategic thinker Analytical skills Innovative problem solver Team player Strong communicator

Work Experience

05/2023 — present
Mexico City, Mexico

Data Scientist Manager & Product Owner
BBVA
- Led a team of data scientists in creating predictive models to improve product performance, resulting in a 20% increase in customer retention.
- Collaborated with cross-functional teams to define product requirements and develop data-driven solutions that led to a 15% reduction in operational costs.
- Managed the end-to-end product development lifecycle, from ideation to deployment, ensuring on-time delivery and alignment with business goals.
- Implemented agile methodologies and data governance best practices to streamline processes and drive continuous improvements in data quality and accuracy.

11/2022 — 05/2023
Mexico City, Mexico

Data Tech Owner | VP SR Data Governance
Citibanamex

- **Leadership & Innovation:** Spearheaded a team in crafting bespoke data platforms, empowering the Data Foundations Teams to provide real-time, cost-efficient, scalable, and secure data insights through advanced analytics tools.
- **Tool Enhancement:** Pioneered the introduction of cutting-edge data tools to amplify the capabilities and streamline the functions of Data Foundations Teams.
- **Process Enhancement:** Elevated the responsiveness and adaptability of Data Foundations Teams to emerging technologies, fresh perspectives, and innovative data ingestion methodologies.
- **Monitoring & Quality Control:** Orchestrated a dedicated monitoring squad, emphasizing the prompt detection and resolution of critical challenges within the Data Foundations Platforms environments.
- **Metrics Design:** Devised comprehensive metrics that provide a transparent snapshot of the Data Foundations Platforms' operations and incident responsiveness.
- **Operational Optimization:** Led initiatives to refine processes and bolster the efficiency and effectiveness of Data Foundations Platforms' services.
- **Migration Strategy:** Charted a strategic pathway to transition current servers and services to a microservices' architecture utilizing OpenShift.
- **Governance & Management:** Championed teams to adopt, refine, and bolster their services, ensuring alignment with best practices in Data Management and Governance.

08/2021 — 11/2021
Mexico City, Mexico

Data Custodian Lead | VP SR Data Governance
Citibanamex

- Stakeholder Collaboration: Effectively coordinated and facilitated crucial interfaces between business and technology stakeholders, ensuring seamless communication and goal alignment.
- Data Policy Expertise: Acquired a deep understanding of Data Policies and championed best practices in data management, ensuring optimal handling and security of data assets.
- Process Integration: Provided pivotal assistance to the Data Foundations Teams, streamlining their processes and ensuring a robust integration with Data Management principles and overarching business procedures.

04/2020 — 08/2021
London, United Kingdom

Global WPB Financial Manager
HSBC

- **Innovation Champion:** Designing and coordinating new innovation projects in the America region.
- **Data Scientist:** leading and designing process to extract and cleaning data, developing machine and deep learning models, constructing dashboards in Qlik Sense and Tableau, defining new data quality rules and setting-up ETL processes to data consumption.
- **Business Transformation:** leading the adoption of the GCP Cloud and big data models.
- **AMG Automation:** designing and leading automate processes to eliminate manual tasks.
- **Spreads Project:** coordinating a local team under Scrum Framework to achieve the tasks and support the stakeholders decision-making.

02/2019 — 04/2020
London, United Kingdom

Global RBWM Financial Manager
HSBC

- **SCRUM Master:** coordinating, supporting and implementing the SCRUM Framework to work within Financial projects.
- **Data Science:** Implementing and analysing the data sources to correct issues.
- **Business Transformation Projects:** Leading and coordinating projects to save time in

the area.
- **Spreads project:** project coordinated under SCRUM Framework. Designing a Qlik Sense Dashboard to display HSBC product information that supports the stakeholders decision-making.
- **HSBC Investor Bot:** leading a global project to create a Chatbot using the HSBC public information to support the Investors decision-making
- **Card Brand Bot:** Coordinating and designing an automation tool to collect information from VISA, MasterCard and PROSA brands and help the stakeholders decision-making
- **Data Science Projects:**
- **24 Months Forecast Data Quality Project:** Leading a global team to apply data quality rules and supporting the global teams to correct issues in the databases. Designing a Qlik Sense Dashboard to displays the issues.
- **Mash-up Projects (Web Developments):** Supporting the global team and coordinating web phases to publish mash-up that supports the global teams.

02/2017 — 02/2019
Mexico City, Mexico

Specialist Consultant
HSBC
- **Data Science Leadership:** Directed various projects, employing advanced methodologies in areas like Data Quality, ETL processes, and the development of Machine and Deep Learning initiatives.
- **Business Transformation Initiatives:**
- **Branch Time Motion Study:** Spearheaded a team to innovate a unique methodology tailored for bank-branch operations.
- **Sherwood Initiative:** Undertook a meticulous analysis, design, and implementation of the HSBC-Group methodology, optimizing product price estimations.
- **Cost Management Unit (CMU):** Coordinated a Data Analytics team, driving the visualization of a fresh methodology focused on cost classification accounts.
- **Data Quality Endeavours:** Pioneered techniques to scrutinize and rectify challenges in extensive data volumes.
- **Data Visualization Drive:** Championed teams in developing interactive and dynamic dashboards using Qlik Sense.

01/2016 — 01/2017
Mexico City, Mexico

Ph.D. Researcher Assistant
Instituto Politécnico Nacional
- Led the Electrical Impedance Tomography project for research purposes
- Supported and assisted a Senior Researcher in reviewing, writing, and grading journals
- Conducted research on Data Science applications in Finance and data forecasting
- Led and coordinated Data Science Projects related to Artificial Intelligence and Machine Learning initiatives
- Conducted literature reviews, data analysis, and experimental design for ongoing neuroscience research projects
- Collaborated with team members to develop and implement research protocols, collect and interpret data, and prepare findings for publication
- Assisted in the preparation of grant proposals, manuscripts, and conference presentations to disseminate research findings within the scientific community
- Utilized advanced statistical software and programming languages to analyse complex data sets and generate visualizations in support of research conclusions

01/2012 — 01/2016
Mexico City, Mexico

PHD Researcher
Instituto Politécnico Nacional
- Led and coordinated teams in the development of projects in Mathematics, Physics, Statistics, Artificial Intelligence, and Machine Learning within the field of Data Science
- Spearheaded the Electrical Impedance Tomography project, implementing various solutions for both direct and inverse problems, including the analysis of current

trajectories using Artificial Intelligence and applied data analysis techniques
- Authored and contributed to numerous papers, journals, and book chapters, showcasing international expertise through participation in over 15 congresses

01/2011 — 12/2012
ESIME-Culhuacán y Universidad La Salle

Researcher
Instituto Politécnico Nacional
- Spearheaded the Seismic Alert System Project (SAS) by coordinating, leading, and designing an Artificial Neural Network to detect earthquakes impacting Mexico City as part of the IPN-CONAPRED-CIRES project
- Led and designed a new forward problem calculation for the Electrical Impedance Tomography project (EIT) by utilizing formal powers in unitary disk and complex domains

10/2009 — 01/2012
Mexico City, Mexico

Researcher
Universidad La Salle, A.C.
- Spearheaded the Electrical Impedance Tomography (EIT) project by designing and implementing innovative hybrid algorithms utilizing artificial neural networks and genetic algorithms.
- Conducted groundbreaking research in proposing a novel mathematical methodology to address inverse problems within the realm of EIT science.
- Pursued a Masters in Science with a focus on Cybernetics.

06/2009 — 10/2009
Mexico City, Mexico

Servers
Universidad La Salle, A.C.
- Implemented security practices for Servers and Tandem central systems
- Utilized Asterisk and Linux/Unix to optimize server performance
- Completed school practices and internship to develop special projects for the Engineering faculty at Universidad La Salle

10/2006 — 03/2007
Mexico City, Mexico

Junior Developer
Accival-Banamex
- Contributed to the development of the Acci-trade project, focusing on creating a user-friendly tool for investors to trade and monitor their investments
- Collaborated with team members to implement Java programming techniques and best practices
- Assisted in troubleshooting and resolving technical issues within the project
- Conducted code reviews and provided feedback to enhance overall project efficiency and quality.

08/2005 — 10/2006
Mexico City, Mexico

Junior Developer
Laboratorio de Computo de Ingenieria de la Universidad La Salle
- Collaborated on multiple projects for La Salle University as a Visual Studio and Java Developer intern
- Developed and implemented software solutions using Visual Studio and Java programming languages
- Contributed to the successful completion of various projects by applying technical expertise and problem-solving skills

Education

01/2012 — 12/2016
Mexico City, Mexico

Communications and Electronics | Doctor of Philosophy - PhD
Instituto Politécnico Nacional
- Conducted research as a student at IPN and was awarded a scholarship
- Demonstrated proficiency in Communications and Electronics through academic pursuits at IPN
- Actively engaged in research projects related to Communications and Electronics at

Education

the university level

01/2009 — 12/2011
Mexico City, Mexico

Cybernetics | Masters in Science, Cybernetics Area
Universidad La Salle México

- Conducted research using Engineering methods applied to various fields such as Finance
- Pursued a Master's degree in Cybernetics
- Applied theoretical knowledge to practical research projects
- Analysed data and presented findings in a clear and concise manner

01/2004 — 12/2008
Mexico City, Mexico

Cybernetics & Computing Systems | Bachelor's degree on Engineering
Universidad La Salle México

- Specialized in Programming and Computer Science within the field of Cybernetics Engineering
- Developed expertise in designing and implementing complex algorithms
- Utilized advanced technology and software tools to analyse and optimize systems
- Collaborated with peers on innovative projects to solve real-world engineering challenges

Languages

Inglés
FULL

Español
NATIVE

Deutsch
LIMITED

Certificates

07/2021

AWS Cloud Practitioner Essentials
HSBC and AWS

06/2021

Balancing Work and Life
LinkedIn Learning · Course Certificate

06/2021

Building Resilience
LinkedIn Learning · Course Certificate

06/2021

Building Resilience as a Leader
LinkedIn Learning · Course Certificate

06/2021

Business Collaboration in the Modern Workplace
LinkedIn Learning · Course Certificate

06/2021

Business Collaboration in the Modern Workplace
LinkedIn Learning · Course Certificate

06/2021

Communicating with Confidence
LinkedIn Learning · Course Certificate

06/2021

Developing Resourcefulness
LinkedIn Learning · Course Certificate

06/2021

Executive Presence on Video Conference Calls
LinkedIn Learning · Course Certificate

Certificates

06/2021	**Leading Virtual Meetings** LinkedIn Learning · Course Certificate
06/2021	**Leading at a Distance** LinkedIn Learning · Course Certificate
06/2021	**Learning OneDrive** LinkedIn Learning · Course Certificate
06/2021	**Learning Python** LinkedIn Learning · Course Certificate
06/2021	**Learning Zoom** LinkedIn Learning · Course Certificate
06/2021	**Managing Stress for Positive Change** LinkedIn Learning · Course Certificate
06/2021	**Managing Virtual Teams** LinkedIn Learning · Course Certificate
06/2021	**OneDrive Quick Tips** LinkedIn Learning · Course Certificate
06/2021	**OneNote Quick Tips** LinkedIn Learning · Course Certificate
06/2021	**Productivity Tips: Finding Your Productive Mindset** LinkedIn Learning · Course Certificate
06/2021	**Remote Work Foundations** LinkedIn Learning · Course Certificate
06/2021	**Remote Work Foundations** LinkedIn Learning · Course Certificate
06/2021	**Thriving @ Work: Leveraging the Connection between Well-Being and Productivity** LinkedIn Learning · Course Certificate
06/2021	**Time Management: Working from Home** LinkedIn Learning · Course Certificate
04/2021	**Design Thinking e-Learning** HSBC and Standford
03/2021	**Data Analyst Professional Certificate (V2)** Coursera https://www.youracclaim.com/badges/6e0c8acb-d735-458c-a66a-88adfb9baf23? source=linked_in_profile
03/2021	**Python Project for Data Science** Coursera https://www.youracclaim.com/badges/55acfe83-db19-48cb-a5f3-017a19c22d12? source=linked_in_profile

Certificates

02/2021   **Data Analyst Professional Certificate**
Coursera
https://www.youracclaim.com/badges/87b04bf8-6b7a-41fb-a684-b920915d7502?
source=linked_in_profile

01/2021   **Data Visualization & Dashboard Essentials**
Coursera
https://www.youracclaim.com/badges/4493aa30-5692-4b73-93a2-812a810c5f33?
source=linked_in_profile

12/2020   **Excel Essentials for Data Analytics**
Coursera
https://www.youracclaim.com/badges/a40b348b-0e01-4611-895b-62176a6daab5?
source=linked_in_profile

11/2020   **Advanced Data Science Capstone**
Coursera
https://www.youracclaim.com/badges/37f2c3fd-b6a9-4762-a8c0-f259e364fb7d?
source=linked_in_profile

11/2020   **Advanced Data Science Specialization**
Coursera
https://www.youracclaim.com/badges/28dd7daa-f99b-4899-8f7e-4771713980a5?
source=linked_in_profile

11/2020   **Advanced Data Science with IBM Specialization**
Coursera
https://www.coursera.org/account/accomplishments/specialization/certificate/Y943D2L
683JT

11/2020   **Chatbot Building Essentials**
Coursera
https://www.youracclaim.com/badges/ff3508a7-5293-476c-bdd7-e3d2a5478dc5?
source=linked_in_profile

11/2020   **IBM AI Foundations for Business Specialization**
Coursera
https://www.youracclaim.com/badges/4148bbca-c55b-4fcd-bee2-1310cd0650e5?
source=linked_in_profile

11/2020   **IBM AI Ladder: A Framework for Deploying AI in your Enterprise**
Coursera
https://www.youracclaim.com/badges/a4245e39-b23e-41e0-a3da-987a2b84d137?
source=linked_in_profile

11/2020   **IBM Applied AI Professional Certificate**
Coursera
https://www.youracclaim.com/badges/c7af6ab8-0d51-4bd1-a379-7909b8090d9c?
source=linked_in_profile

11/2020   **Introduction to Artificial Intelligence (AI)**
Coursera
https://www.coursera.org/account/accomplishments/certificate/2JG5VJYD2Y5H

Certificates

11/2020	**Key Technology Foundations Specialization** **Coursera** https://www.youracclaim.com/badges/739ed01d-3271-4d12-a43d-7cc3dc45d0c1? source=linked_in_profile
10/2020	**Applied AI with DeepLearning** **Coursera** https://www.youracclaim.com/badges/dbc1c124-4a99-42f0-b7e6-02ae6f4171d0? source=linked_in_profile
10/2020	**Scrum Foundation Professional Certificate** **CertiProf** https://www.youracclaim.com/badges/2fc579e9-2fe3-4ba4-94f9-e45478910b3f? source=linked_in_profile
09/2020	**Applied Data Science Capstone** **Coursera** https://www.youracclaim.com/badges/bd208cd5-e61b-42b8-86da-2af74f02e122? source=linked_in_profile
09/2020	**Applied Data Science Specialization** **Coursera** https://www.youracclaim.com/badges/28a159b6-9490-4fb7-b441-1b6980ca1657? source=linked_in_profile
09/2020	**Data Analysis with Python** **Coursera** https://www.youracclaim.com/badges/cf2e8d01-718b-476c-be7f-29fac077b0d2? source=linked_in_profile
09/2020	**Data Science Foundations Specialization** **Coursera** https://www.youracclaim.com/badges/48b77124-79c4-45d1-abb8-1c9daeccee8e? source=linked_in_profile
09/2020	**Data Science Professional Certificate** **Coursera** https://www.youracclaim.com/badges/450ff93b-24cd-415b-8276-54a0176dbeaf? source=linked_in_profile
09/2020	**Data Visualization with Python** **Coursera** https://www.youracclaim.com/badges/ce31ac86-3415-4d43-9384-bd72b633e8d8? source=linked_in_profile
09/2020	**Databases and SQL for Data Science** **Coursera** https://www.youracclaim.com/badges/600b8678-51cc-414f-9e25-636a76d9d63f? source=linked_in_profile
09/2020	**Fundamentals of Scalable Data Science** **Coursera** https://www.youracclaim.com/badges/927d08bc-5241-480f-99c1-ab2ef5b12841? source=linked_in_profile

Certificates

09/2020   **Machine Learning with Python**
Coursera
https://www.youracclaim.com/badges/1f537518-6073-405a-99ea-83d4b50cbafb?
source=linked_in_profile

09/2020   **Python for Data Science and AI**
Coursera
https://www.youracclaim.com/badges/be258ed5-39f6-45d6-8466-f1db011b9df2?
source=linked_in_profile

09/2020   **Web Base de Datos**
Next U
https://www.credential.net/04377cb0-f2c7-422e-b02c-2a349a463987

08/2020   **Data Science Methodology**
Coursera
https://www.youracclaim.com/badges/3eb21ca3-8a93-43f1-80a7-c951342dd5e8?
source=linked_in_profile

08/2020   **Data Science Orientation**
Coursera
https://www.youracclaim.com/badges/90e0366b-79d7-42cb-8d32-6185fc902dbc?
source=linked_in_profile

08/2020   **Emprendimiento con Andrés Moreno**
Next U
https://www.credential.net/a3975c34-ca35-46d6-9987-0ac3fb8f6711

08/2020   **Finance Nano Degree**
HSBC

08/2020   **Fundamentos de Marketing**
Next U
https://www.credential.net/2cb9a8a7-e8ab-41ed-89eb-3b3a84f38286

08/2020   **Liderazgo Empresarial**
Next U
https://www.credential.net/f739d2cf-56ab-43ba-80a2-db446ff4b1e9

08/2020   **Soporte y Mantenimiento Técnico**
Next U
https://www.credential.net/b762023d-2099-4c76-8223-1643ed8f2d54

08/2020   **Tools for Data Science**
Coursera
https://www.youracclaim.com/badges/8346e5d5-3195-441e-8495-5a56f5fe8b0e?
source=linked_in_profile

07/2020   **AWS**
Next U
https://www.credential.net/c13849b2-06e9-4800-827c-a8b2c7dfca5d

07/2020   **Azure**
Next U
https://www.credential.net/b7e5a6d5-4076-4e91-b721-0cd50c44aa22

Certificates

07/2020   **Fundamentos de Excel**
Next U
https://www.credential.net/3c792234-5e14-49e4-b55e-122979b17426

07/2020   **Python**
Next U, Inc
https://www.credential.net/03a0740c-a887-4850-9506-9ce28040ae14

07/2020   **Python**
Next U
https://www.credential.net/03a0740c-a887-4850-9506-9ce28040ae14

01/2020   **Qlik Sense Business Analyst Qualification - February 2019 Release**
Qlik
https://learning.qlik.com/badges/badge.php?
hash=8f9f6f2b067731ed1d8bab2421596a52f248003b

07/2021   **Certified ScrumMaster® (CSM®)**
Scrum Alliance
https://bcert.me/seeymbbha

09/2020   **Advanced Machine Learning and Signal Processing**
Coursera
https://www.youracclaim.com/badges/b4711e9f-ab60-4c4f-ab39-6ec22e33c982?
source=linked_in_profile