CÉSAR MARCO ANTONIO ROBLES GONZÁLEZ

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ABOUT

Being a Data Custodian and now a Data Platforms Tech Owner is remarkably interesting but complicated since those roles are closely related to Data Management and Governance. Most of the time, I am thinking of new ways to innovate and improve communication between the data foundations teams and data platforms and to understand the business procedures and needs.

Part of my activities are to coordinate, lead and innovate into Data Foundations Platforms' roadmap and to improve them to a self-service solution adopting DevOps practices and evolution to integrate Kubernetes and OpenShift.

The financial industry, nowadays, is under many changes due to the COVID-19 outbreak, and this will impact soon. Being the biggest problem at this moment, the integration of the new normal with technology and the home-office. In other words, how to go to digital transformation, agile frameworks and not suffering in the way. We are now in a big challenging and changing world and it is our must to adapt ourselves.

Learning is my passion and for that reason I am constantly improving and reinventing myself. Also, I love to play chess because it keeps my mind alert and thinking in the next move and respecting my adversary. But not everything is about war and destruction, I like to play collaborative online multiplayer video games with people from all over the world.

I am very organizing because it makes life easier. So, I integrate this part of my life to projects by integrating Agile Frameworks such as Scrum and Kanban. When I am not at work, I read and analyze sport data, because it is easy to implement data science analysis and have some fun predicting the scores based on the last games.

At the core I am a researcher and a family head who loves to have great moments with my family and my pets. Walking the dog and seeing how it interacts with other people and animals makes me have fun most of the time. Having some time looking at my cats playing around the house and watching funny cat's videos to try to imitate those. My wife is my rock and she helps me to find my way and she makes me do my best all the time.

Feel free to reach out to have a funny talk about the new normal, chatbots, machine learning, cloud computing or anything else; do not forget that we can get it together and thrive.

Specialties: Python, Data Science, Data Management Data Governance, Tableau, Qlik Sense, Alteryx, DevOps, Deep Learning, Machine Learning, Cloud Computing and Automation.

EXPERIENCE

VP Data & Analytics
Citibanamex

📅 August 2021 – Ongoing   📍 Mexico City, MX

- **Data Foundations Tech Owner**
  - Leading a team to design, create and tailored data platform to support Data Foundations Teams to deliver real-time data insights through analytics tools to be cost-efficient, scalable and secure
  - Innovating into new data tools that improve, facilitate and widen Data Foundations Teams capabilities and tasks
  - Improving the Data Foundations Teams attention regarding to new stuff, ideas and new ways on the data ingestion
  - Coordinating a monitoring team to supervise processes, detect principal failures and issues posed into the Data Foundations Platforms environments
  - Design metrics to illustrate the Data Foundations Platforms' behaviour and the attention to the incidents
  - Conduce a team to optimize processes, and improve Data Foundations Platforms' services
  - Planning strategy to migrate the current servers and services into microservices using OpenShift
  - Leading a team to adopt and enhance their services based on tha Data Management and Governance
- **Data Custodian Lead**
  - Coordinate and facilitate support between business and technology stakeholders
  - Understanding the Data Policies and handling best practices for the data management
  - Helping the Data Foundations Teams to integrate their processes and to oversight the integration to the Data Management and business procedures
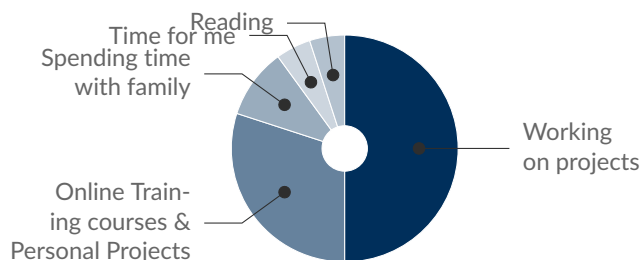
Global WPB Business Manager
HSBC Group UK

📅 February 2019 – August 2021   📍 Mexico City, MX

- **HSBC_Investor_Bot** Innovate, design and create an automated tool for Global Investors using quarterly published HSBC results. This chatbot was developed using Google Cloud Platform, DialogFlow, Telegram and Python.
- **24M Forecast DataQuality** Create and design a tool to perform consistency, completeness and reasonableness analysis in world databases showing results for all the countries. Design and create a Qlik Sense Dashboard to display the DataQuality Analysis.
- **VISA-Bot** Create and design an automated tool to retrieve HSBC invoices from visa website and consolidate into a Qlik Sense dashboard to analyse the information and help the business to save USD$ 7 M reducing negative free (ATMs), VISA Alerts and Assistance Services.
- **MasterCard-Bot** Create and design and automated tool to retrieve all the HSBC invoices from Mastercard website. The procedure works automatically without man intervention and upload the information into Qlik Sense Dashboard designed to analyse the information and help the business to find recurrent fees or bad-classify information.
- **PROSA-Bot** Create and design and automated tool to retrieve all the HSBC invoices from the PROSA website. Design a Python tool to convert PDF file into excel database and develop a tool to conciliate, analyse and categorized all the invoices splited by product. Design a Qlik Sense Dashboard to analyse the information and help the business in the desition making.

A DAY OF MY LIFE

Reading
Time for me
Spending time with family
Online Training courses & Personal Projects
Working on projects

STRENGTHS

Responsibility   Team Work   Persuasive
Problem Resolution   Organize
Hard-working   Motivator & Leader
Analytic (Integration and synthesis)
Leadership

LANGUAGES

Spanish
English
German

EDUCATION

Ph.D. in Communications and Electronics
Instituto Politecnico Nacional

📅 Feb 2012 – Jan 2016   📍 Mexico-City

M.S. in Cybernetics Area
Universidad La Salle, campus CDMX

📅 Oct 2009 – Jan 2012   📍 Mexico-City

B.S. in Cybernetics and Computing Systems
Universidad La Salle, campus CDMX

📅 Aug 2004 – Jan 2009   📍 Mexico-City

RBWM Business Finance Manager
HSBC MX / Contractor

📅 February 2017 – February 2019 📍 Mexico City, MX

- **Branch Time Motion Study** Leading role and team coordinator for Time Motion Analysis Project. Coordinate a team to time the principal activities in the HSBC branches, create and analysis of the job positions and statistical analysis for decision making in the area. Innovate a new methodology to work in the bank-branches.
- **Sherwood** Methodology to set a product price. This methodology is closed related with the time motion analysis in the bank branch. Develop and design a Qlik Sense Dashboard to help the business to analyse and decision making about the product cost and set a price to its products.
- **CMU** Cost Management Unit project. Create and design a Python tool to conciliate and check the data quality in Cost Databases. Design a Qlik Sense Dashboard to analyse the information and help the business in the decision making.
- **DQ Analysis** Applied data science and data quality rules in the cost databases to look for consistency and completeness. Statistic analysis in the Time Motion study to improve the coherence of the data and store the information into databases.
- **Qlik Sense Training** Design a training course to help my colleagues to learn Qlik Sense from scratch.

College Teacher
Universidad Simon Bolivar

📅 January 2018 – December 2018 📍 Mexico City, MX

- **Web Designing II** Masters degree subject. Teach the students how to code in JavaScript, PHP and HTML using the best practices including CSS to improve the user interface and experience, and connections with databases. Also, including content manager such as Wordpress.

College Teacher
Universidad La Salle campus CDMX

📅 September 2016 – August 2019 📍 Mexico City, MX

- **Advance Programming Teacher** College subject. Teach the students how to program in c++ explaining the most common methodologies about the object oriented programming.
- **Computability and Algorithmic Complexity** Masters degree subject. Teach the students how to create optimal codes, save process resources and advance graph theory related to the artificial intelligence.

SNI III Ph.D. Assistant
Instituto Politécnico Nacional

📅 February 2016 – February 2017 📍 Mexico City, MX

- **Research leader of CONACyT Project:** *"Visualization, Filtering and Images/Videos Improvement for Object of Interest Reconstruction in Medicine, Artificial Vision and Remote Perception"*, Implementing and developing novelty algorithms as well as methodology innovations to acquire signals using an electrodes belt (PHANTOM).

Researcher
Instituto Politécnico Nacional

📅 February 2012 – February 2016 📍 Mexico City, MX

SPECIALIZATIONS

Think like a CFO
IESE Business School

📅 July 2021 📍 Mexico-City

Data Management
Citibanamex

📅 September 2022 📍 Mexico-City

Applied Data Science
IBM Skills Network

📅 March 2022 📍 Mexico-City

IBM Data Science
IBM Skills Network

📅 September 2020 📍 Mexico-City

IBM Data Analyst
IBM Skills Network

📅 March 2022 📍 Mexico-City

Blockchain Revolution
INSEAD

📅 February 2022 📍 Mexico-City

Data Analysis & Visualization Foundations
IBM Skills Network

📅 March 2022 📍 Mexico-City

DeepLearning.AI TensoFlow Developer
DeepLearning.AI

📅 May 2021 📍 Mexico-City

AI Foundations for Everyone
AI Foundations for Everyone Specialization

📅 March 2022 📍 Mexico-City

Big Data
University of California San Diego

📅 August 2021 📍 Mexico-City

Python for Everyone
University of Michigan

📅 March 2022 📍 Mexico-City

- **Project Leader:** *"Visualization, Filtering and Images/Videos Improvement for Object of Interest Reconstruction in Medicine, Artificial Vision and Remote Perception"*, Research, development and implementation of acquisition software and analysis of torax imagery based on Electrical Impedance Tomography.

Researcher
Universidad La Salle campus CDMX

📅 October 2009 – January 2012   📍 Mexico City, MX

- **CENAPRED, CIRES, Universidad La Salle consorstium Team leader** *"Seimic Alert System Based on Artificial Neural Networks"*, Coordinate and leading a team to design and develop of a seismic alert system based on artificial intelligence.
- **Team leader** *"Braining Imagery Analysis for the tumor analysis by means of electric impulses"*, Create, design and implement a methodology for the Electrical Impedance Tomography as well as the analysis of current trajectories inside the brain.

Junior Developer
CITIGROUP BANAMEX, ACCIVAL

📅 August 2006 – February 2007   📍 Mexico City, MX

- Design and development of multi framework applications for set the connection to the stock exchange market. Applications that are currently used: ACCITRADE and ACCIMARKET.

PROGRAMMING LANGUAGES

Python	●	●	●	●	●
C/C++	●	●	●	●	●
Mathematica/Matlab	●	●	●	●	○
Java	●	●	●	○	○
R	●	●	●	○	○
.Net/C#	●	●	●	○	○
.Net/VBA	●	●	●	○	○
TensorFlow	●	●	○	○	○

WEB PROGRAMMING LANGUAGES

HTML	●	●	●	●	●
PHP	●	●	●	●	●
CSS	●	●	●	●	●
JavaScript	●	●	●	●	○
.Net/ASP	●	●	●	○	○
VBScript	●	●	○	○	○

DATABASE MANAGEMENT

MySQL/MySQL Server	●	●	●	●	○
PostgreSQL	●	●	●	○	○
Informix	●	●	●	○	○
Hadoop	●	●	●	○	○
Spark	●	●	●	○	○
DB2	●	●	○	○	○

OTHER SOFTWARE

Qlik Sense	●	●	●	●	●
Tableau	●	●	●	●	●
Microsoft Office	●	●	●	●	○
Arena	●	●	●	○	○
Ab Initio	●	●	○	○	○
PowerBI	●	○	○	○	○

OPERATING SYSTEMS

Linux	●	●	●	●	●
Windows	●	●	●	●	●
MacOs	●	●	●	●	●
BSD	●	●	●	●	●