



Alfredo Carrión

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EDUCATION

Master Science M.Sc. on Information Technologies and Telecommunications Research
Higher Technical School of Telecommunications Engineering. University of Valladolid. 2012-2013
Bachelor’s Degree B.Sc. in Industrial Electronics Engineering
Higher Technical School of Industrial Engineering. University of Valladolid. 2005-2012
Research Competence
Higher Technical School of Telecommunications Engineering. University of Valladolid. 2013
Data Science and Big Data. Professional Certificate Program
Massachusetts Institute of Technology. MIT. 2024
Big Data. Professional Certificate Program
Massachusetts Institute of Technology. MIT. 2015

SUMMARY

Senior Executive in Digital Business and Transformation with a strong background in Business Consulting Strategy, Digital Marketing and Data. 15+ years experience, leading Transformational teams, within Big Consulting firms, who can meet today's challenges anticipating digital business trends that are reshaping the global business environment.

Capacity for building trust, professionalism and empathy. Recognized leadership skills with great strategic vision and broad creative and communicative capabilities. Strong problem structuring and solving skills – paired with a high level of energy, resilience, intelligence and integrity. Ability to show our clients, in an effective way, the culture and values of the company and offer creative solutions for their needs.

Strong ability to establish and maintain effective relationships with key stakeholders.

Throughout my career, I have led and deliver with my teams a wide range of Digital Business Transformation, Business Strategy, Data Driven Marketing and CRM projects among others.

Always willing to learn, grow and change.

PROFESSIONAL EXPERIENCE



KPMG Spain

Director of Artificial Intelligence, D&A and Emerging Tech *Apr. 2023 - Present*
Responsible for the growth of AI and Advanced Analytics services in the Retail (Fashion, Apparel, Luxury and Groceries), Consumer Goods, Energy and Oil, Automotive and Telco and Media industries within the Lighthouse, a high performance team of experts with relevant experience solving challenges by combining Cutting-Edge Technologies with business expertise and strong capabilities in Advanced Analytics to help clients address this incredibly exciting era. An era where Emerging Technologies such as AI are radically transforming Businesses and the way they manage Customer Experience, Optimise Operations, Augment Human Capabilities and lead to new Growth Streams. We are part of the KPMG International CoE Network and Generative AI (GenAI) CoE.



ISDI. Digitalent Group

Master Coordinator and Associate Professor *Sep. 2022- Present*
Master Coordinator in AI specialization Program and MDM Digital Marketing Master. Lecturer in MDM, MDA, DAEX and MIB AI Specialization.



NTT DATA Europe & LATAM

Director Business Consulting | Head of Digital Business *Mar. 2021 - Apr.2023*
Director part of the Business Consulting team of NTT Data Europe & LATAM. Member of the Executive team with focus on leading the Global Digital Business Team of NTT Data responsible for the CMO advisory with an aim to support our clients in their digital growth, advising them on Digital Business Strategy from a full funnel perspective. As Head of the Global Digital Team, I'm responsible for: Strategic Plan, Value Proposition Definition, Business Development and Client Relationship Management, Management of Digital Agency Team, P&L, Budgeting, Forecasting, Margin Control, Operations.

Director Retail Industry *Dec.2019 - Mar.2021*
Director of Retail Consulting at NTT Data Europe & LATAM. Leading Fashion, Apparel, Grocery and Distribution Markets in Barcelona, advising our clients on Strategy, Operations and Marketing from a Business and Technology perspective. Responsible for: Management of Retail Team in Barcelona, P&L, Budgeting, Forecasting, Margin Control, Operations... reporting directly to Retail Global Partner. Value Proposition Definition and Business Development and Client Relationship Management.



KPMG Spain

Senior Manager Digital Business *Sept. 2018 - Dec. 2019*
Head of KPMG Digital Business in Barcelona. Lead Key Business Development activities and closing opportunities for KPMG's Digital Business practice related to Marketing Strategy, Business Effectiveness, Customer Experience, Direct-to-Consumer and Digital Transformation, including targeting key C- level clients. Mainly focused on Retail, FMCG and Insurance markets. Proud Member of the KPMG International Emerging Leaders 2019 program.

Manager Digital Strategy *Apr. 2017 - Sept. 2018*
Manager Digital Strategy at Management Consulting KPMG Spain. Member of the KPMG Global Strategy Group. Key Account Management on Digital Business Strategy, Digital Transformation and Marketing Automation. Active Member of the KPMG Innova Valley, the Startup based Innovation Ecosystem.



MADISON MK

Executive Director *Dec.2015 - May. 2017*
Project Management focused on Digital Marketing and ICT/ITT areas. Key Account Direction. Leading the Digital Transformation of the Company.

Senior Account Supervisor *Jun.2013 - Dec.2014*
Account Supervision and Project Management focused on Digital Marketing Strategy, Digital Assets Development and BTL Marketing.

ALCASTUDIOS

Head of Agency *Feb.2007 - Jun. 2013*
Head of Agency. Focused on Business Development, Account Management. Digital Marketing and Innovation by the use of Technology for Marketing initiatives focused on brand awareness and performance.

FREELANCE

Digital Marketing Specialist *Aug.2002 - Feb.2007*
Digital Marketing Specialist focused on Creative Projects leveraged on technology. Digital Marketing, Web Development and UX Design projects as freelance during my time at University.