Daniel Alba

IT Project Manager | Data & BI

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Eight years as Data & BI Project Manager at atSistemas, with the role carried out entirely at FC Barcelona: ground-up construction of the corporate data platform (CIONET Mejor Data Intelligence 2020 award), elimination of departmental silos, and development of business dashboards, leading projects end to end from discovery through UAT with technical teams. Current leadership of the development area at evoluxia, building AI solutions across R&D (I+D) pilots and client production.

CORE COMPETENCIES

IT & Data Project Management, Business Intelligence (BI), discovery, planning, scope management, business stakeholder alignment, Agile, sprints, Kanban, ETL, data quality, user acceptance testing (UAT), applied AI, and human validation.

PROFESSIONAL EXPERIENCE

Tech Lead - evoluxia

April 2022 - Present | Sant Cugat del Vallès

- Coordination of engineering teams and management of scope, planning, priorities, and deliveries.
- Ground-up construction of the Cornerstone customization and integration platform, foundation for proprietary applications that expanded evoluxia's offering.
- Combination of sprints and Kanban, breaking deliveries into small increments to absorb scope changes and validate progress.
- Creation of an R&D (I+D) AI agents platform (pilots presented to clients and internal UAT per use case) and a client document comparator in production.
- Creation of a complete curriculum management and merit scoring application for a client, using AI to check documents and merits via similarity percentage with final human decision.

DW-BI Project Manager (Data Warehouse and Business Intelligence) - atSistemas

May 2014 - April 2022 | Barcelona

- Management of Data & BI projects at FC Barcelona (atSistemas role carried out entirely at the club) and coordination of technical teams.
- Discovery with commercial, HR, medical services, and retail departments to identify silos, duplicate sources, and business needs.
- Architecture definition alongside the team: Oracle data warehouse, PowerCenter ETL, and Qlik analytics.
- Direct reporting to the IT Director of Data, with autonomy to make decisions and manage deliveries.
- UAT and sign-off with key users. Trust in the data led departments to expand the initial pilots (CIONET Mejor Data Intelligence 2020 award).

TOOLS AND TECHNOLOGIES

Qlik Sense / QlikView, PowerCenter / ETL, Oracle, Jira

RELEVANT PROJECTS

Corporate data warehouse and analytics dashboards

Project delivered at atSistemas for FC Barcelona | Professional stage 2014-2022

- Discovery leadership, centralization of silos and duplicate sources, and validation with business teams.
- Platform built from scratch with Oracle, PowerCenter, and Qlik. Trusted data, pilot expansion, and Mejor Data Intelligence 2020 award (CIONET).

Commercial dashboard and seat availability forecasting

Project delivered at atSistemas for FC Barcelona | Professional stage 2014-2022

- Ground-up leadership of the commercial dashboard replacing Excel-based tracking.
- Integration of ticket sales and member seat release forecasting for sales planning. UAT with key users.

Enterprise AI agents platform

Present

- Conception and development of the complete core product in R&D (I+D). Pilots presented to clients, aimed at evolving into a commercial product.
- Skills-based configuration and interactive or background agents, scheduled or event-driven. Internal UAT per use case.

AI document and label comparator

Present

- Creation of the product label and technical sheet comparator with OCR and AI for a client. Live in production.
- Field-by-field difference detection, audit history, and human review before approving changes.

Curriculum management, merit scoring, and AI validation

Present

- Conception and development of the complete application for a client: curriculum management, documents, calls, rubrics, rankings, and integrations.
- AI documentary check via configurable prompt and critical fields. Similarity percentage as review support rather than a merit score. Final human validation.

Personal training and health assistant

Present

- Personal product conceived end to end: Next.js web application, native iOS/HealthKit app, and Supabase cloud sync.
- Public anonymous demo featuring real workouts available without registration.

EARLIER EXPERIENCE AND TEACHING

Lecturer - Master in Big Data and Analytics - OBS Business School

January 2020 - September 2021 | Spain

- Teaching the Data Governance module in the Master in Big Data and Analytics.

Project Manager - Serhs Tourism

August 2008 - February 2014 | Pineda de Mar

- Project management, frontend team coordination, and systems architecture from 2011, following the analysis and programming stage of the hotel wholesaler portal.

Excelium - .NET / ABAP Analyst Programmer | 2006 - 2008
CIRSA - Operations Consultant / Analyst Programmer | 2003 - 2006
S2 Servicios Informáticos - Analyst Programmer | September 1999 - June 2003
ABB - Systems Support | February 1998 - June 1998
Binsa - Programmer | January 1997 - December 1997

EDUCATION

Higher VET Diploma (CFGS) in Business IT (Specialist Technician · FP II)

CE Vidal i Barraquer | 1996 - 1999

Additional training

ThePower Business School, SAP All in One

LANGUAGES

Spanish: Native | Catalan: Native | English: Conversational, working proficiency.