

# MAURO FLORES

## Chief Data Officer / CDAO | Enterprise Data, AI & Engineering Transformation

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### EXECUTIVE SUMMARY

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Chief Data Officer / CDAO-level executive with an engineering foundation and 25+ years across Virgin Media O2, Salesforce, MuleSoft, Peñoles and entrepreneurship. I build trusted data, AI-ready platforms and operating models that improve decisions and commercial outcomes at enterprise scale.

At Virgin Media O2, I lead Data Democratisation across a £10bn regulated business: a 300+ extended delivery organisation, 250+ certified data products, 11,000+ Tableau users, 1,000+ Gemini Enterprise / data-agent users and £100M+ impact across data-led initiatives. My foundation is in Computer Systems Engineering, and I graduated top of my generation from the Monterrey Institute of Technology and Higher Education.

### EXECUTIVE PROOF POINTS

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**Commercial value:** £100M+ impact across data-led initiatives, with a larger scoped value stack including >£250M enabled in fraud prevention and £100M+ unlocked in network investment optimisation.

**AI-ready foundations:** Gemini Enterprise, conversational analytics, data agents, certified business layers, Atlan context, governance, privacy, training and quality controls.

**Enterprise adoption:** 11,000+ Tableau users, 250+ certified data products, 200,000+ monthly views, field and retail data adoption programmes, and Data & AI University training for 6,000+ employees.

**External credibility:** British Data Awards 2026 Data Team of the Year winner, Google Cloud Next 2026, Tableau customer story, Interface Magazine, Atlan / Gartner and C-Suite Podcast coverage.

### CORE SKILLS & CAPABILITIES

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#### DATA, AI & PLATFORMS

- Enterprise data strategy, CDO / CDAO scope and operating models
- Data products, data governance, quality, lineage and trust
- GCP / BigQuery, dbt, GitLab, Tableau, Atlan and Gemini Enterprise

#### COMMERCIAL VALUE & ADOPTION

- Self-service analytics, data democratisation and data literacy at scale
- Commercial impact across fraud, network, customer and supply-chain use cases
- AI adoption, data agents, semantic layers and responsible enablement

#### LEADERSHIP & SCALE

- Executive stakeholder alignment and enterprise transformation
- Engineering leadership, integration and complex delivery
- P&L, SaaS scale-up, IPO and M&A integration context

# PROFESSIONAL EXPERIENCE

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## Virgin Media O2

London, UK | Aug 2023 – Present

### EVP, Data Democratisation | Enterprise Data & AI Transformation Remit

Lead enterprise Data Democratisation across a £10bn regulated telecoms and media business, with a 300+ extended data delivery organisation across employees, contractors and vendor support.

The role is to make data accessible, trusted and adopted across the organisation, moving from fragmented reporting and platform complexity toward governed data products, self-service analytics, stronger ownership, data literacy and AI-ready foundations.

- **Enterprise Data Strategy:** Established the operating model, governance, product approach, platform strategy and Executive Committee stakeholder alignment needed to treat data as a trusted commercial asset across the business.
- **Commercial Data Value And AI Enablement:** Delivered £100M+ impact across data-led initiatives, with a larger scoped value stack including >£250M enabled in fraud prevention and £100M+ unlocked in network investment optimisation. Since July 2024, the programme has launched 300+ Tableau dashboards and delivered at least £23M in annualised benefit on a conservative attribution basis.
- **Data Democratisation At Scale:** Scaled adoption through 250+ certified data products, Data & AI University training for 6,000+ employees, field and retail adoption programmes, Data Culture reach of 11,000+ colleagues, self-service engagement exceeding 200,000 views per month, and 11,000+ Tableau users self-serving trusted data at different levels.
- **AI Adoption And Responsible Enablement:** Extended the transformation into Gemini Enterprise, conversational analytics, data agents, and AI-enabled decision support, with more than 1,000 colleagues licensed and a 5,000-user rollout underway, anchored in trusted data, certified business layers, governance, privacy, training and quality controls.
- **Platform, Governance And Trust:** Decommissioned legacy BI tools, consolidated nine platforms into a modern stack, expanded the Atlan data marketplace, reduced annual TCO by £13M+, and strengthened quality, lineage, access, ownership and trust across central, federated, contractor and vendor-supported delivery teams.
- **External Recognition:** Took the data team and transformation story to Google Cloud Next 2026 and wider industry recognition, including Women in Data 2026 finalist recognition across four categories, including one runner-up, and British Data Awards 2026 winner recognition for Data Team of the Year (20+ people), plus finalist recognition for Data Transformation of the Year.

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## SELECTED ADOPTION EXAMPLES

**Tableau to the Techs:** created and adopted data products for 2,000+ field technicians and their managers, giving real-time visibility across multiple devices.

**Data and AI innovation day:** trained 100+ people and ran a squad-based competition using NotebookLM, data agents, Atlan and Tableau AI capability.

**Retail data as a strategic asset:** rolled data products into stores, giving first-time visibility of profitability and performance at store level.

**Martian Frontier:** created a data-culture game used in strategic sessions and offsites to make data-driven decision-making practical and memorable.

# SAAS, PLATFORM AND SCALE-UP EXPERIENCE

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## Salesforce

London, UK / Global | Jul 2018 – Aug 2023

**Sr. Director, Global Data Strategy & Intelligence | Sr. Director EMEA Training & Global Data Strategy**

Progressed through senior Salesforce leadership roles across Global Data Strategy & Intelligence, Trailhead Academy, EMEA Training, certification platforms and MuleSoft integration.

The work connected data, learning platforms, customer success, partner enablement and commercial performance across a large SaaS environment.

- Led global data strategy and intelligence work for the training, certification and customer-success ecosystem, helping senior leaders understand adoption, revenue quality, partner contribution and commercial outcomes.
- Built business layers, semantic models, dashboards and intelligence products that connected operational activity to customer success, partner enablement and business value.
- Led customer and partner education operations across Trailhead Academy and EMEA Training, including portfolio, delivery rhythm, certification operations, platform evolution and regional P&L discipline.
- Supported MuleSoft's integration into Salesforce, including learning-platform evolution, certification data, Salesforce Org62 integration, Salesforce admin leadership and API-led connections between MuleSoft training systems and Salesforce.

## MuleSoft

London, UK / Global | Nov 2015 – Jul 2018

**Head of Global Data Strategy & EMEA Training & Certification**

Joined MuleSoft as an early EMEA Training & Certification leader and helped scale the function through the company's scale-up, IPO and Salesforce acquisition chapter, while also creating the data foundations that later became Global Data Strategy.

- Helped scale the EMEA Training & Certification business by approximately 10x, with responsibility for team, operations, P&L discipline, customer quality and partner enablement.
- Learned and taught the MuleSoft platform deeply enough to lead customer and partner education across API-led integration, Anypoint Platform, Salesforce integration and enterprise architecture topics.
- Identified the need for stronger data foundations across customer adoption, training impact, certification, partner contribution and commercial value, then built the early intelligence capability and senior buy-in for Global Data Strategy.
- Led learning-platform and certification data work across ServiceRocket, WebAssessor and EduBrite, supporting operational scale, IPO readiness and the Salesforce acquisition.

## EARLIER TECHNOLOGY LEADERSHIP

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### Infomentum

London, UK | Oct 2012 - Oct 2015

#### Senior Practice Lead, Oracle Middleware & Digital Transformation

- Led Oracle middleware and digital transformation capability across delivery, pre-sales, R&D, partner growth and complex enterprise client work.
- Helped Infomentum strengthen its Oracle partnership and move from Gold to Platinum status.

### Industrias Peñoles / Peñoles Industries

Mexico | Dec 2007 - Sep 2012

#### Head of Digital Transformation

- Led digital transformation for a 60,000-employee mining group, modernising portals, middleware, BI and enterprise architecture across a fragmented legacy environment.
- Built foundations for stronger data, integration and executive visibility across core business processes.

### Tahi Systems

Mexico | Nov 2002 - Dec 2007

#### Founder & CEO, Technology Business

- Built and ran Tahi Systems from 2002 to 2007, a technology business spanning middleware, custom software, analytics, web products and commercial delivery, with full P&L ownership.
- Led client delivery, solution design, commercial development and a small delivery ecosystem before moving into enterprise digital transformation at Peñoles.

## EVIDENCE, EDUCATION & CREDENTIALS

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### EXTERNAL EVIDENCE

**Public use case, awards and speaking:** Featured in a public Tableau customer story; led the data team story into British Data Awards 2026 Data Team of the Year (20+ people) winner recognition; and appeared across Google Cloud Next, Interface Magazine, Atlan / Gartner, ReGovern and C-Suite Podcast coverage.

### EDUCATION & TECHNICAL FOUNDATION

**Bachelor of Engineering, Computer Systems Engineering,** Monterrey Institute of Technology and Higher Education. Graduated top of generation from a five-year programme including academic collaboration with Carnegie Mellon University.

**Selected historical credentials:** Java 1, Java 2, CCNA, MuleSoft Certified Architect / Instructor, MuleSoft API Design and Integration, and Oracle ADF, WebCenter, SOA, Cloud and Application Foundation.

## MARTIAL ARTS LEADERSHIP

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### LimaLama UK / Mexico

2006 - 2023

*UK Director / President, Martial Arts*

Built and led LimaLama schools in Mexico and London alongside my technology career, training hundreds of students, developing instructors, building local teams and representing LimaLama internationally.