

# ANDRES FERNANDO RIVERA FRIAS

## Business Process & Automation Project Leader | Data-Driven Digital Transformation

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### PROFESSIONAL SUMMARY

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Digital Transformation Project Leader with 5+ years of experience translating business needs into scalable automation, BI, and AI solutions. Skilled at building clean, reliable data foundations and turning them into dashboards, workflows, and intelligent agents that drive measurable operational impact. Experienced in working directly with senior leadership (CEO/COO/CTO level) to identify improvement opportunities and align technology initiatives with strategic business goals. Strong background in Python, Power Platform, RPA, and AI-driven automation, with an active focus on Innovation Project Management.

### CORE COMPETENCIES

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Business-to-Automation Translation • Data Architecture & Clean Data Foundations • Process Automation (RPA/AI) • BI & Dashboarding (Power BI, Looker Studio) • Stakeholder Management (C-Level) • Python • SQL / NoSQL • Copilot Studio & AI Agents • Power Platform (Automate, Apps, Desktop) • Automation Anywhere • Agile (Scrum) & Waterfall • Cross-functional Leadership

### PROFESSIONAL EXPERIENCE

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#### Digital Transformation Analyst | Grupo PROMAX

Aug 2024 – Present

Monterrey, Nuevo León, México

- Lead AI and ML initiatives by designing and deploying service agents built with Python and Copilot Studio, translating operational needs into automated solutions.
- Redesign workflows and deploy intelligent automations across 15 business units, streamlining cross-functional operations.
- Build BI dashboards in Power BI on top of cleaned, structured data sources to enable real-time, data-driven decision-making for leadership.
- Automate end-to-end processes using Power Automate, Power Automate Desktop, and Automation Anywhere, significantly reducing manual work and error rates.
- Develop low-code applications in Power Apps to digitize manual processes and boost team productivity.

#### Project Leader | Transpais

Jul 2021 – Sep 2024

Monterrey, Nuevo León, México

- Led web and mobile development teams, integrating payment gateways, CRM, and sales platforms to support revenue growth.
- Partnered with business stakeholders to define requirements and translate them into technical and automated solutions, including RPA, AI, and ML implementations that improved efficiency and cut costs.
- Engineered an AI chatbot to handle customer service inquiries, improving satisfaction and reducing support workload.
- Managed Zoho CRM, implementing segmentation strategies that strengthened customer retention and loyalty.
- Directed integration of third-party services (Uber Vouchers, retail sales platform) to expand market reach and enhance the customer journey.

#### IT Analyst | OllieMX

Jul 2018 – Jul 2020

Monterrey, Nuevo León, México

- Provided server support, network administration (Cisco/Fortinet), and security policy implementation.
- Delivered IT infrastructure support, including troubleshooting and configuration of Mac and Windows server environments.

### EDUCATION

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#### Master's Degree, Innovation Project Management

Aug 2024 – Jun 2026

#### Master's Degree, Software Engineering and Management

Aug 2021 – Feb 2024

#### Mechanical Engineer, with Management Experience

Aug 2015 – Aug 2021

### LANGUAGES

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Spanish (Native) • English (Professional Proficiency)