# MARTÍN JARA ESTRELLA

Data & Business Intelligence (BI) | Applied Artificial Intelligence | Digital Transformation

**Lima, Peru (UTC-5) · Available for remote or hybrid work · Latin America and Spain**

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## PROFESSIONAL SUMMARY

Data, business intelligence and applied AI leader with 10+ years turning data into business decisions. I design data architectures, BI systems and AI-powered automations that run in production, and I train non-technical teams to adopt them. I work autonomously with documented deliveries across the distribution, pharmaceutical, education and performing arts sectors.

## KEY ACHIEVEMENTS

- Built the Business Intelligence area of a holding with three business units from scratch, with a reporting ecosystem used by 40 executives.
- Detected zero-margin sales at a commercial holding; with pricing-policy adjustments, the forecast projects recovering 8% of annual revenue.
- Built, as the sole developer working with AI agents, a full ERP in production (CRM, projects, collections, HR and internal chat), connected to AI agents through an in-house MCP server, and migrated PEN 1.7M in historical receivables reconciled to the cent.
- Eliminated Power BI licensing costs in two organizations by moving BI to Google Apps Script within Google Workspace; in one of them, reports went from weekly updates to real time.
- Used AI agents to automate the monthly loading and normalization of a pharmaceutical laboratory's sales data, reconciled exactly against the original sources.
- Increased a performing arts company's annual revenue by 3.5% with a data-driven dynamic pricing model, despite lower occupancy.

## PROFESSIONAL EXPERIENCE

**Business Intelligence and AI Lead** · Swiss Holding AG, Lima — Mar 2026 – Present

*Commercial holding with three business units.*

- Lead a team of 6 responsible for the holding's business intelligence and digital transformation.
- Built 5 internal applications in Google Apps Script (a 15-module BI portal with role-based access for 40 users, a CRM, an ERP consolidator for 3 companies, commissions and a training tracker on BigQuery) and develop the B2B quoting portal for dealers (Next.js, Supabase), with pricing policy in the database and an hourly ERP connector.
- Replaced Veritrade with SWISS-TRADE, an in-house import intelligence system built on public SUNAT customs data: a weekly Python job on Cloud Run loading BigQuery, plus a web search app with saved watchlists and access control.
- Using analytics by business unit, brand and product, redesigned the pricing policy for zero-margin sales; cut operating costs by 15% by detecting non-compliance with delivery policies.
- Defined the 2026 commercial forecast strategy, with seasonality-based projections and scenarios.

**Independent Consultant in Data, BI and AI** · Lima — Apr 2025 – Present

*Project-based work for companies in the pharmaceutical, education, software and performing arts sectors, mostly 100% remote.*

- **Gador Perú (pharmaceutical laboratory, remote, 2026 – present):** reusable AI agents in Google Apps Script that load and normalize sell-in, sell-out and receivables data for two business units; system for ~25 users with per-representative access and no licensing costs.
- **Chio Lecca Fashion School (fashion school, remote, 2026 – present):** building the management platform (Next.js + Supabase) with a classroom-assignment solver (Python, OR-Tools) and a predictive dropout model; integrated the sales database (PDF invoice reader on Cloud Run, Q10, Respond.io and Meta via n8n) and launched the job board; designed and teach the "Agile Methodologies and AI" program for faculty and staff.
- **Contigo ERP (multi-company SaaS for SME financial control: purchases, sales and expenses integrated with SUNAT, Peru's tax authority, 2026 – present):** took over development and operations; restored automatic synchronization with SUNAT (SIRE), contained a queue of 273,000 email jobs with no data loss, stabilized the tax withholding (detracciones) service and moved deployments for 6 repositories from Jenkins to GitHub Actions.
- **La Tarumba (performing arts company, 2025 – 2026):** revenue management with dynamic pricing; sole developer of the commercial BI (Ticketmaster API, Power BI star schema with incremental refresh and OLAP cubes for Excel reporting); built from scratch the commercial reporting system the company did not have.
- **Universidad Politécnica del Perú (remote, 2025):** structured the institutional database and the sales-target model; designed automated traffic-light lead prioritization.

**Project Director** · GATO, software development agency, Lima — Jan 2024 – Feb 2026

- Led more than 10 custom software and web projects (MVPs, intranets, payment integrations and corporate websites) for clients such as Laive, Asociación UNACEM and Universidad Norbert Wiener, with a team of up to 25 people.
- Coordinated agile management: Kanban for continuous delivery and Scrum for larger builds.

**Senior Business Planner** · Certus, higher education institute, Lima — Nov 2021 – Dec 2023

- Designed the commercial planning and analytics model in Power BI, integrating acquisition, conversion, retention and profitability, with ETL processes that automated executive reporting.
- Built forecasting models that supported 7% annual sales growth and +1.5 pp in conversion rate.

**Business Intelligence Coordinator** · Manpower Perú, Lima — Sep 2021 – Nov 2021

*Promoted from Business Intelligence Analyst, Nestlé account (Oct 2020 – Aug 2021).*

- Led analytics and report automation for corporate accounts (including Nestlé), integrating commercial, operational and financial data into a corporate reporting system.

**Earlier experience (2012 – 2020):** Trade Marketing Analyst at Overall (Molitalia, Adidas) · Key Account Manager at Corporación Rico (also business analyst; starting in 2017, I built the company's first Power BI dashboards and BI models) and at Limadot · sales and administrative roles with an analytical focus (Excel and Access) at Foodbox, Oechsle and Roy.

## FEATURED AI PROJECTS

- **Software development with AI agents:** sessions with documented handoffs, versioned migrations, automated testing and continuous deployment; 3 platforms on Next.js + Supabase.
- **Reusable agents for recurring data processes:** loading and normalization of sell-in, sell-out and receivables data.
- **AI agent orchestration:** a 46-tool MCP server on top of the ERP (requests, deliverables, publishing and Ads budgets), planning and review subagents, and scheduled tasks, including monitoring of 7 web sources with daily publishing.
- **AI integration with work tools:** Supabase, Vercel, Notion, Google Drive and Gmail via MCP; local AI with Ollama, n8n, Open WebUI and AnythingLLM (RAG).

## EDUCATION

**Master's in Digital Transformation** · OBS Business School – University of Barcelona — Oct 2026 – Sep 2027

**Specialization in Business Management** · Universidad del Pacífico — Sep 2025 – Mar 2026

**Technical degree in Information Systems Development** · ISAM – Instituto Sabio Antúnez de Mayolo — Expected Feb 2027

**Bachelor's degree in Business Administration** · Universidad de Tarapacá — 2014 – 2017

**Certifications:** Google AI Professional Certificate · Google Advanced Data Analytics Professional Certificate · Google Business Intelligence Professional Certificate · Scrum Master and Scrum Product Owner (Certiprof)

**Additional training:** Pricing and Revenue Management (Universidad del Pacífico) · Machine Learning and Data Science (Toulouse Lautrec) · Revenue Growth Hacking · Strategic Marketing (UCAL)

## TEACHING AND MENTORING

Power BI (basic, intermediate and advanced) and Applied AI Instructor, Cámara de Comercio Exterior (2026 – present) · Instructor, Agile Methodologies and AI program, Chio Lecca (2026 – present) · Mentor, Innova ULima (2026 – present) · Innovation Instructor, Idealab / ProInnóvate (2025) · Mentor, PeakUP – Universidad Continental (2025) · Mentor, StartUTP – UTP (2025)

## SKILLS

**Data and BI:** Power BI and Power Query (advanced) · Excel · Access · SQL · BigQuery · AWS (S3, Glue with Python and PySpark, Athena, DMS, Step Functions, Lambda, EventBridge, DynamoDB, IAM) · Oracle GoldenGate · Google Cloud (Cloud Run, Cloud Scheduler, Cloud Storage) · Layered data lake, from landing to analytics (Apache Iceberg) · Data lineage and pipeline performance diagnosis · Historical migration with AWS DMS validated against Oracle · Google Apps Script · Data modeling (star schema) · DAX · OLAP cubes · ETL · API integration · Forecasting

**Applied AI:** Development with AI agents (Claude Code) · LLM automation · MCP · RAG · Local LLMs (Ollama) · n8n (scheduled automations and backups) · Machine learning

**Development:** Next.js · TypeScript · Tailwind · Supabase (PostgreSQL) · Zod · Vitest · Vercel · Python · PHP (Laravel) · Angular · Docker (container hardening) · Playwright · Web scraping · Git and GitHub · WordPress (Elementor Pro, WooCommerce) · Hostinger

**Design and prototyping:** Figma · Claude Design · Adobe Creative Cloud

**CRM and ERP:** Salesforce · Dynamics 365

**Microsoft Power Platform:** Power Apps (Canvas) · Power Automate · Office Scripts · SharePoint

**Digital analytics:** GA4 · Google Ads · SEO · Meta Ads API

**Digital transformation:** Process automation · Systems integration · Product management · Scrum and Kanban · Change management

**Remote work:** Notion · Google Workspace · Microsoft 365 · Asynchronous work with documented handoffs

**Leadership and business:** Team leadership · Project portfolio management · Revenue management · Pricing · Commercial planning

**Target roles:** Head of Data · Head of BI · Analytics Lead · Applied AI Lead · Automation Lead · Digital Transformation Manager

## LANGUAGES

Spanish (native) · English (intermediate, B1)