

# Daniel Garcia Hernandez

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## Summary

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Data & Analytics leader with 10+ years of experience across the full data spectrum: hands-on machine learning, data analytics, and analytics engineering as an individual contributor, and building and scaling multidisciplinary data teams as a people manager. Proven track record designing data strategies, KPI frameworks, predictive models, and modern data architectures. Equally comfortable defining strategy and reporting to C-level as writing code and running analyses. Early adopter of agentic AI workflows, applying them to data operations for over a year. Player-coach who fosters data-driven cultures in fast-paced environments.

## Experience

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**Director of Data**, GoStudent – Madrid, Spain Jan 2025 - Present

- Restructured and unified the group-wide data function under a single directorship, spanning Data Engineering, Analytics Engineering, Machine Learning, and Data Insights across multiple business units
- Defined and executed the company-wide data strategy, driving platform consolidation and migration to a governed, modern stack (dbt Cloud, Redshift, Lightdash) with centralized business logic and KPI definitions
- Designed and manage Lightdash as the company's semantic layer, serving as the single source of truth for both human users (self-service analytics) and AI agents consuming metrics and insights
- Established data governance, quality standards, and self-service analytics capabilities, empowering cross-functional teams (Product, Finance, Operations) to make faster, data-driven decisions
- Owned the end-to-end data roadmap, scaling the platform for AI-ready decision-making and production ML use cases

**Adjunct Professor**, IE School of Science and Technology – Madrid, Spain Jan 2020 - Present

- Teach Python for Data Analytics, Machine Learning, and Analytics Engineering to postgraduate students
- Translate complex analytical and technical concepts into clear, actionable business insights
- Voted Best Professor in 2022, 2023, and 2024

**Lead Data Scientist**, Yaba – Madrid, Spain Dec 2021 – Jan 2025

- Built and scaled the analytics function, delivering forecasting models, marketing analytics, and executive dashboards that drove growth and operational decisions
- Designed and implemented core data models, metrics, and dashboards using dbt, BigQuery, Looker, and Hex, enabling self-service analytics across the organization
- Partnered closely with Operations, Finance, and Leadership to improve metric definitions, data quality, and embed data into every decision
- Mentored and grew a team of analysts delivering analytics products in a fast-paced, high-growth SaaS environment

**Head of Data & AI**, Westinghouse Electric Company – Madrid, Spain Jun 2021 - Dec 2021

- Defined the data and AI strategy for the organization, aligning with business priorities and future needs
- Built and recruited a multidisciplinary data team of 16 professionals (analysts, engineers, data scientists) from scratch
- Led delivery of data science and analytics projects, fostering a culture of experimentation and continuous learning

**Team Lead, Advanced Analytics**, Axpo – Madrid, Spain Nov 2017 – Jun 2021

- Founded and led the Advanced Analytics team from the ground up, building and deploying machine learning models that generated approx. €1M/year in value
- Partnered with trading leadership to transform raw data into actionable insights driving strategic decisions
- Established data infrastructure and modeling practices that enabled scalable, reliable analytics

**Energy Trader**, Acciona Energía – Madrid, Spain

Dec 2014 – Nov 2017

- Managed daily and intraday trading strategies using data-driven decision-making in the Spanish power market

## Education

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**Maven**, Modern Forecasting in Practice 2024

**IMD Business School**, Leadership Essentials 2020

**K-School**, MSc Data Science (all but thesis) + Deep Learning Expert Course 2017, 2019

**Universidad Politécnica de Madrid**, BSc + MSc Mining and Energy Engineering 2014

## Technologies

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**Programming:** Python, SQL

**Data Platform:** BigQuery, Redshift, dbt, dbt Cloud

**BI & Analytics:** Lightdash (semantic layer design, human & AI interfaces), Looker, Hex, Streamlit, Superset

**Machine Learning & AI:** scikit-learn, nixtla, forecasting models, ML productionization, Claude Code

## Languages

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**Fluent:** English, Spanish