

Hector Sanchez Diaz

Data & AI Engineering Manager

Cologne, Germany · sdhector21@gmail.com · +49 1578 0988753 · hectorsanchez.eu ·
linkedin.com/in/sdhector



PROFESSIONAL SUMMARY

Product-minded data, analytics and AI leader who turns business strategy into operational execution — through decision systems, data products, automation and applied AI. Leads a 5-person EU-based delivery team in a player-coach model, owning the path from business problem to production systems. Deep track record in cloud-native data platforms (GCP), production machine learning, APIs, web applications and agentic AI workflows for enterprise clients.

EXPERIENCE

Analytics Manager

Jan 2022 — Present

OneMagnify — Cologne, Germany (Hybrid)

Lead a 5-person EU-based team delivering data products, automation, reporting systems, custom applications and workflow improvement for business operations.

- Work as a player-coach across solution design, development, consulting and data delivery.
- Own delivery operations, roadmap prioritization, solution architecture, stakeholder management, standards and mentoring.
- Deliver end-to-end solutions: BigQuery/Dataform pipelines, Looker Studio dashboards, Cloud Run Functions, internal applications, APIs, web applications and workflow automation.
- Led migration of a shared business intelligence reporting suite from legacy on-prem tools (Alteryx, Hadoop) to Google Cloud Platform in ~1 year.
- Introduced AI-assisted development workflows and agentic automation; built AI-enabled internal tools (chatbot/AI-agent interfaces, data-ingestion UIs).
- Support systems used by Ford Customer Service Division, Customer Experience, Global Data Insights & Analytics, and Ford Pro.

Data Scientist

Apr 2020 — Dec 2021

OneMagnify — Cologne Bonn Region (Remote)

- Built predictive models and operational pipelines turning data science into real-time marketing and CRM action.
- Developed classification models for purchase propensity and upsell targeting.
- Deployed the first machine learning model to production in the European Customer Service, Marketing and Sales team.
- Integrated model outputs into lead management, CRM and digital advertising workflows; managed the ML lifecycle.

Senior Data Analyst

May 2019 — Mar 2020

OneMagnify — Cologne, Germany

- Improved wholesale loyalty and CRM performance by replacing manual reporting with automated analytics and activation workflows.
- Implemented the first recommendation algorithm pipeline for Ford Europe's Parts Portal and Wholesale CRM.
- Engineered pipelines pushing lead segments into centralized loyalty and CRM tools.

Data Analyst

May 2018 — Apr 2019

OneMagnify — Cologne Area, Germany

- Built predictive and segmentation foundations moving the organization from reactive reporting toward proactive analytics.
- Developed the Likelihood to Service model and accessories cross-sell logic; ran feasibility studies for future ML deployment.

Quantitative Market Researcher (Freelance)

2014 — 2017

Self-employed — Santo Domingo, Dominican Republic

- Led quantitative research projects end-to-end for market research agencies: methodology, sampling, questionnaires, fieldwork coordination, analysis and client presentations.

Senior Market Intelligence Analyst

Jun 2012 — Sep 2015

Claro RD — Dominican Republic

- Market intelligence and quantitative research for the leading telecom provider: churn prediction, marketing mix modeling, brand equity, customer satisfaction driver analysis.

EDUCATION

MSc Economics

2015 — 2017

University of Konstanz — Advanced econometrics, time-series analysis, behavioral economics, computational economics

Postgraduate Diploma, Statistics Applied to Business

2013 — 2014

Instituto Tecnológico de Santo Domingo

Bachelor's Degree, Marketing

2007 — 2011

Pontificia Universidad Católica Madre y Maestra

SKILLS

LANGUAGES & CORE

Python · SQL · JavaScript/TypeScript · R

AI & MACHINE LEARNING

GenAI & LLM applications · Agentic AI · RAG · Predictive models · ML lifecycle · Decision systems

CLOUD & DATA PLATFORMS

Google Cloud Platform · BigQuery · Dataform · Cloud Run · Terraform · Docker · CI/CD

PRODUCTS & DELIVERY

Data products · APIs · Web applications · Dashboards · Workflow automation · Roadmap & architecture ownership

LANGUAGES

Spanish — Native English — Full professional German — Working level (B2), actively improving