

Spearheaded large-scale transformations over 20 years, optimizing complex IT environments and driving AI initiatives that enhanced productivity for global enterprises across TMT, finance, and travel sectors. Championed the creation of high-performing teams while achieving a \$5 million annual savings through strategic technology advancements; fostered innovation that streamlined operation processes within diverse industries. Expertise in digital transformation, carve-out, M&A, value realization, automation, and technology modernization. Trusted advisor to CIOs and Boards on organizational design, M&A, and operational resilience.

## CAREER SUMMARY

- 2022- Present** **CEO | London, UK / Tel Aviv, Israel / Kent, UK / Palma / Barcelona, Spain | [DNA VENTURES S.L.](#) (My Own Advisory)**
- **ZURICH INSURANCE:** Championed implementation of Product based KPI measurement and prediction, leading to \$5M savings p.a. while enhancing employee Net Promoter Score of 92%. Led insourcing initiatives reducing arbitration labor costs by €7M.
  - **HOLIDAY EXTRAS:** Advised CEO and Board on Product growth strategy (Insurance and owned parkings) for clients and suppliers, revenue from £120M to £500M. Directed CTO selection and platform restructuring.
  - **WEBBEDS:** Created transformation roadmap to a product based organization for world's second-largest Bedbank, overseeing \$4.78B in gross revenue. Recruited and scaled the Product delivery team.
  - **VC Fund Advisory:** Due Diligence and Red Flag Report on scalability and tech strategy for 3 startups in Tel Aviv, Paris, and Madrid.
- 2020-2022** **Director Technology Optimization | London, UK | [LLOYDS](#)**
- Migrated 1,400 apps to GCP/Azure, closing 2 data centers + 70 data rooms with regulatory approval & minimal disruption.
  - Negotiated £300M Mainframe support and a £700M Google Cloud agreement with Google Cloud CEO.
  - Achieved £100M annual savings by decommissioning 5,000 servers and 200+ apps.
  - Designed Total Cost of Ownership (TCO) models, embedding tech debt accountability across BUs.
- 2019-2020** **Global CIO & Product Officer | London, UK, Amsterdam, NL, Copenhagen | [AWAZE](#)**
- Managed E2E IT operations for European travel group (110,000 properties, 8M guests). Oversaw 350+ engineers across five countries.
  - Migrated 28+ sites to AWS, deployed Netsuite Finance and Sage HR, reducing operational costs by 10% while enhancing platform speed by 10%.
  - Achieved €12M carve-out, negotiated major litigation down from €7.5M to €1M.
- 2014-2018** **Global CTIO & Product | Majorca, Spain; Tel Aviv, Israel; London, UK | [HOTELBEDS GROUP](#)**
- Spearheaded digital transformation, scaling from 10K to 1Bn daily API calls, supporting €8B in revenue. Replaced monolithic systems with Microservices & Cloud platforms.
  - Secured €500M in tech investment, co-leading due diligence with JP Morgan and Cinven.
  - Recovered €25M in procurement savings by establishing a global sourcing function. Reduced costs by 50% on a per-booking basis.
- 2011-2014** **Chief Technology Officer BT Sport | London, UK | [BRITISH TELECOM](#)**
- Directed TV services for the 2012 London Olympics, launched BT Sport to 2M+ subscribers across multiple platforms. Managed £80M budgets and 190+ FTEs.
- 2009-2011** **VP Professional Services | EMEA, APAC, LAC (RoW) | [SEACHANGE INTERNATIONAL](#)**
- 2008-2009** **Chief Technology Officer | Madrid, Spain | [HAVAS MEDIA](#)**
- 1999-2008** **Senior Manager | Nice, France | [ACCENTURE](#)**

**EDUCATION** IESE Business School Global Executive MBA, 2005  
University of Valladolid (Spain) BEng. Computer Science & Telecom Engineering, 1998

## ADDITIONAL INFORMATION

- Fluent in **English, Spanish, and French**. Certified **Lifeguard, Freediver, and Coastal Skipper**.
- CIO of the YEAR 2019 by CIONET.
- Member of [NASA Cross Industry Innovation](#), and [Ecosystems2030](#).
- Holds UK Settlement (valid until 2029) with family.

**PERSONAL** London, UK and Mallorca, Spain