

MAURO FLORES

Chief Data & AI Officer

Enterprise Transformation | Business Value Through Data & AI | £10bn-Scale Remit

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EXECUTIVE SUMMARY

A Data and AI executive with an engineering foundation, hired to transform, turning trusted data and AI into measurable value for the business and its customers and leading the operating-model change that makes it stick. Most recently EVP, Data Democratisation at Virgin Media O2, leading a 300+ extended data organisation across a £10bn regulated business and enabling circa £500M in value. Foundations first, then AI adoption on governed data, then the decisions and value the business runs on: credible with boards on value and with technology leaders on how it is built.

SELECTED CAREER HIGHLIGHTS

- **Commercial value:** enabled circa £500M in business value across VMO2 data initiatives, for example the more than £250M of fraud VMO2 helped prevent (public Tableau customer story) and £100M+ in network investment optimisation.
- **Attributed floor:** directly attributed at least £23M in annualised benefit at VMO2 since July 2024 on a conservative basis, with a 2026 trajectory above £30M.
- **Customer trust and AI at scale:** co-led and built the measurement engine behind VMO2's Customer Trust Indicator, and scaled AI adoption to 2,500 of 5,000 Gemini Enterprise licences on governed data foundations.
- **Platform and P&L scale:** consolidated 9 BI and data platforms into one governed stack (£13M+ annual TCO cut), scaled self-service to 11,000+ users, and grew the MuleSoft EMEA Training & Certification P&L roughly tenfold through IPO and the Salesforce acquisition.

Recognition: British Data Awards 2026 winner, Data Team of the Year; Transformational Leader 2026, Anaplan Customer Awards; Google Cloud Next 2026 and Anaplan Connect London 2026 speaker.

PROFESSIONAL EXPERIENCE

Independent Advisory | Strategic Advisor

London, UK | Jul 2026 - Present

Advising the Managing Director and leadership team of a leading UK enterprise data consultancy on strategy, positioning and growth.

Virgin Media O2

London, UK | Aug 2023 - Jun 2026

EVP, Data Democratisation | Enterprise Data & AI Transformation Remit

Hired to transform how a £10bn regulated telecoms and media business makes decisions, moving it from fragmented reporting and manual workarounds to governed data products, self-service and AI-ready foundations, and aligning the Executive Committee to treat data as a certified product. Ran a 300+ extended data organisation across Data Strategy, Governance, Privacy, Business Intelligence, a Centre for Enablement (C4E), a Data & AI University, Data Culture, GTM, Innovation and Transformation, with ~100 data and analytics engineers, platform engineers and architects within it. Ran the function as a value centre: demand gated by signed-off business cases, value realisation tracked.

PROFESSIONAL EXPERIENCE (CONTINUED)

Virgin Media O2 (continued)

- **Customer Trust Indicator:** co-led and built the measurement engine behind VMO2's Customer Trust Indicator, the company's top customer measure, on the enterprise data foundations the team created, with the Consumer Strategy team.
- **Enterprise AI adoption:** scaled AI adoption across governed data, deploying 2,500 of 5,000 Gemini Enterprise licences alongside conversational analytics and data agents, on certified, governed foundations.
- **Platform and self-service:** consolidated 9 BI and data platforms into one governed stack, cutting annual platform TCO by £13M+, and scaled self-service to 11,000+ users and 250+ certified data products.
- **Adoption into the front line:** turned self-service into operational decisions across the business, from 2,000+ field technicians working off trusted data to store-level profitability tools in retail, supported by a Data & AI University that trained 6,000+ colleagues.

Salesforce

London, UK / Global | Jul 2018 - Aug 2023

Sr. Director, Global Data Strategy & Intelligence

- **Executive intelligence for the business:** reporting into headquarters in San Francisco, built the executive intelligence layer Salesforce leadership used to track adoption, revenue quality and partner impact, on data foundations and business layers created by a globally distributed organisation including data and analytics engineers, platform engineers and architects.
- **Commercial ownership at scale:** ran the Trailhead Academy EMEA Training & Certification P&L, scaling a unified education operating model across the combined organisation and turning it into a repeatable driver of customer certification and adoption.
- **Value through the acquisition:** led the learning-platform integration and the Org62 API-led data integration through the acquisition, unifying Salesforce and MuleSoft certification systems and reporting so leadership kept one trusted view of the business.

MuleSoft

London, UK / Global | Nov 2015 - Jul 2018

Head of Global Data Strategy & EMEA Training & Certification

- **Built and scaled a P&L more than tenfold:** grew the EMEA Training & Certification P&L from a ~£400k inherited base to £5M+ annual revenue through scale-up, IPO and the Salesforce acquisition, owning the regional P&L, quarterly targets and sales team; certification drove customer adoption and product stickiness.
- **Data strategy as a commercial lever:** won CEO sponsorship to establish the Global Data Strategy & Intelligence team, including a small, globally distributed engineering force, and used it to answer a global-bank CIO's ROI question in 24 hours to win a milestone account.
- **Value held through the IPO:** kept P&L discipline and data reliability through the IPO and carried the data model into the Salesforce acquisition, so revenue and reporting never wavered through two transitions.

EARLIER CAREER (2001 - 2015)

Infomentum | Senior Practice Lead, Oracle Middleware & Digital Transformation (London, 2012 - 2015). Led the Oracle middleware and digital transformation practice, including integration, middleware and software engineers and architects (mainly UK), for clients including ICON Plc, McDonald's, PPL, TRW and BAE Systems; helped move the Oracle partnership from Gold to Platinum.

Industrias Peñoles | Head of Digital Transformation (Mexico, 2007 - 2012). Led digital transformation for a 60,000-employee mining group (operations across Latin America, Europe and UK-listed Fresnillo plc), leading a team including software, data, integration and platform engineers across portals, middleware, BI and enterprise architecture.

Tahi Systems | Founder & CEO (Mexico, 2002 - 2007). Founded and ran a technology business with full P&L ownership and a team including software, data and platform engineers, spanning middleware, custom software, analytics and web products.

MBSystems | Senior Consultant, Networks, Software & Systems Integration (Mexico, 2001 - 2002). First consulting chapter: network, software and systems integration for major clients including Ford.

RECOGNITION & SPEAKING

Speaking: [Google Cloud Next 2026](#) speaker; main customer keynote at [Anaplan Connect London 2026](#); [Women in Data Flagship](#) main-stage speaker two years running.

Awards: [British Data Awards 2026](#) winner, Data Team of the Year; Transformational Leader 2026, Anaplan Customer Awards.

Advisory: represented Virgin Media O2 at a UK Government [DSIT](#) roundtable with the Minister for Digital Government and Data, alongside Unilever, Experian, GSK and RELX.

Coverage: public [Tableau customer story](#) on how VMO2 helped prevent more than £250M of fraud and blocked 92M+ malicious texts; [Interface Magazine](#) feature on democratising data as a cultural movement.

EDUCATION & CREDENTIALS

BEng, Computer Systems Engineering, Monterrey Institute of Technology and Higher Education (graduated top of generation; programme included academic collaboration with Carnegie Mellon University). MuleSoft Certified Architect; earlier technical foundation across CCNA, Java, and Oracle ADF, WebCenter, SOA and Cloud certifications. British and Mexican citizen, bilingual English and Spanish.