

MAURO FLORES

Enterprise Data, AI & Engineering Executive | CDO / CDAO Scope

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EXECUTIVE SUMMARY

Enterprise Data, AI and Engineering executive with 25+ years across technology consulting, entrepreneurship, SaaS scale-up and large regulated enterprise. Currently EVP, Data Democratisation at Virgin Media O2, operating at CDO / CDAO level across a £10bn telecoms and media business with a 300+ extended data delivery organisation. Engineer by foundation, graduated top of generation in Computer Systems Engineering; founded and ran a technology business for five years with full P&L ownership before moving into enterprise leadership. British and Mexican citizen, bilingual English and Spanish.

The core of the value is transformation at scale, and few executives have run it across this range: a 60,000-employee mining group, a SaaS scale-up taken through IPO and acquisition, and a £10bn regulated business. At VMO2 that discipline means £100M+ impact across data-led initiatives and at least £23M annualised benefit since July 2024 on conservative attribution; at MuleSoft it meant scaling the EMEA Training & Certification business roughly 10x through IPO and acquisition. Credible with boards on value, with technology leaders on platforms and architecture, and with business leaders on adoption and operating-model change.

EXECUTIVE PROOF POINTS

Commercial value: £100M+ impact across data-led initiatives, including >£250M enabled in fraud prevention (public Tableau customer story) and £100M+ unlocked in network investment optimisation.

Platform rationalisation: consolidated nine BI / data platforms into a modern governed stack, reducing annual TCO by £13M+ while strengthening quality, lineage, access and trust.

Commercial P&L leadership: scaled MuleSoft EMEA Training & Certification ~10x with quarterly revenue targets and a sales team, through scale-up, IPO and the Salesforce acquisition.

Attributed programme value: at least £23M annualised benefit since July 2024 on conservative attribution, 300+ Tableau dashboards launched, with a 2026 trajectory above £30M annualised.

Enterprise AI adoption: Gemini Enterprise, conversational analytics and data agents with 1,000+ colleagues licensed and a 5,000-user rollout underway, on governed, AI-ready data foundations.

Scale and recognition: 300+ extended delivery organisation, 11,000+ Tableau users self-serving trusted data, and British Data Awards 2026 winner, Data Team of the Year.

CAREER AT A GLANCE

Virgin Media O2 EVP, Data Democratisation. CDO / CDAO scope across a £10bn regulated business.	2023 – Present
Salesforce Sr. Director, Global Data Strategy & Intelligence. MuleSoft integration post-acquisition.	2018 – 2023
MuleSoft Head of Global Data Strategy & EMEA Training & Certification. P&L through IPO and acquisition.	2015 – 2018
Infomentum Senior Practice Lead, Oracle Middleware & Digital Transformation.	2012 – 2015
Industrias Peñoles Head of Digital Transformation. 60,000-employee mining group.	2007 – 2012
Tahi Systems Founder & CEO. Full commercial and P&L ownership.	2002 – 2007
MBSystems Senior Consultant, Networks, Software & Systems Integration.	2001 – 2002

PROFESSIONAL EXPERIENCE

Virgin Media O2

London, UK | Aug 2023 – Present

EVP, Data Democratisation | Enterprise Data & AI Transformation Remit

Lead enterprise Data Democratisation across a £10bn regulated telecoms and media business, with a 300+ extended data delivery organisation across employees, contractors and vendor support. The remit covers the work expected of a CDAO: strategy, governance, platforms, data products, adoption, AI enablement and commercial value.

The mandate: move the business from fragmented reporting, manual workarounds and weak ownership to governed data products, self-service analytics, AI-ready foundations and measurable value. The work was operating-model change, not dashboards.

- **Enterprise data strategy and operating model:** established the operating model, governance, data-product approach, platform strategy and Executive Committee alignment needed to treat data as a trusted commercial asset, including governed business layers, Atlan context, dbt-governed logic, privacy and AI risk workflows.
- **Commercial value:** delivered £100M+ impact across data-led initiatives, with a larger scoped value stack including >£250M enabled in fraud prevention and £100M+ unlocked in network investment optimisation. Since July 2024 the programme has launched 300+ Tableau dashboards and delivered at least £23M in annualised benefit on a conservative attribution basis, with a 2026 trajectory above £30M.
- **Adoption at scale:** 250+ certified data products, 11,000+ Tableau users self-serving trusted data, self-service engagement above 200,000 views per month, Data & AI University training for 6,000+ employees, and Data Culture reach of 11,000+ colleagues, including field programmes for 2,000+ technicians and first-time store-level profitability visibility in retail.
- **AI adoption and responsible enablement:** extended the transformation into Gemini Enterprise, conversational analytics and data agents, with 1,000+ colleagues licensed and a 5,000-user rollout underway, anchored in certified business layers, governance, privacy, training and quality controls.
- **Platform and cost discipline:** decommissioned legacy BI tooling, consolidated nine platforms into a modern stack, expanded the Atlan data marketplace and reduced annual TCO by £13M+ while strengthening quality, lineage, access and ownership.
- **External recognition:** presented the transformation at Google Cloud Next 2026; team recognised as British Data Awards 2026 winner for Data Team of the Year (20+ people), finalist for Data Transformation of the Year, and Women in Data 2026 finalist recognition across four categories.

CORE CAPABILITIES

DATA, AI & PLATFORMS

- Enterprise data strategy and CDO / CDAO operating models
- Data products, governance, quality, lineage and trust
- GCP / BigQuery, dbt, Tableau, Atlan and Gemini Enterprise

VALUE CREATION & ADOPTION

- Commercial value attribution and benefits realisation
- Self-service analytics and data democratisation at scale
- Responsible AI adoption, data agents and semantic layers

LEADERSHIP & SCALE

- Executive Committee and board-level stakeholder alignment
- P&L ownership, SaaS scale-up, IPO and M&A integration
- Engineering leadership and complex enterprise delivery

SAAS, PLATFORM AND COMMERCIAL LEADERSHIP

Salesforce

London, UK / Global | Jul 2018 – Aug 2023

Sr. Director, Global Data Strategy & Intelligence | Sr. Director, Global Data Strategy & EMEA Training

- Led Global Data Strategy & Intelligence, building trusted data foundations, business layers and intelligence products that connected adoption, revenue quality and partner contribution for senior leadership across Salesforce.
- Led customer and partner education operations across Trailhead Academy and EMEA Training, including portfolio, certification operations, platform evolution and regional P&L discipline.
- Supported MuleSoft's integration into Salesforce: learning platforms, certification data, Org62 integration and API-led connections between training systems and Salesforce.

MuleSoft

London, UK / Global | Nov 2015 – Jul 2018

Head of Global Data Strategy & EMEA Training & Certification

- Built the early data and intelligence capability across customer adoption, training impact, certification and partner contribution that became Global Data Strategy.
- Scaled the EMEA Training & Certification business approximately 10x, with formal P&L ownership, quarterly revenue targets, and a sales team selling through SIs and direct.
- Helped scale the company from pre-IPO through the Salesforce acquisition as part of the EMEA and global senior leadership teams.

EARLIER TECHNOLOGY LEADERSHIP

Infomentum | Senior Practice Lead, Oracle Middleware & Digital Transformation London | 2012 – 2015

Led the Oracle middleware and digital transformation practice across delivery, pre-sales and R&D; 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 with operations across Latin America, Europe and UK-listed Fresnillo plc: portals, middleware, BI and enterprise architecture.

Tahi Systems | Founder & CEO

Mexico | 2002 – 2007

Founded and ran a technology business spanning middleware, custom software, analytics and web products, with full P&L ownership.

MBSystems | Senior Consultant, Networks, Software & Systems Integration

Mexico | 2001 – 2002

First consulting chapter: network, software and systems integration for major clients including Ford.

EVIDENCE, EDUCATION & CREDENTIALS

EXTERNAL EVIDENCE

Featured in the public Tableau customer story on £250M+ fraud prevention; speaker at Google Cloud Next 2026; British Data Awards 2026 winner, Data Team of the Year; coverage across Interface Magazine, Atlan / Gartner and the C-Suite Podcast.

EDUCATION & TECHNICAL FOUNDATION

Bachelor of Engineering, Computer Systems Engineering, Monterrey Institute of Technology and Higher Education. Graduated top of generation; programme included academic collaboration with Carnegie Mellon University.

Selected historical credentials: MuleSoft Certified Architect / Instructor, CCNA, Java, and Oracle ADF, WebCenter, SOA and Cloud certifications.

Beyond the day job: built and led LimaLama martial arts schools in Mexico and London alongside the technology career (2006 – 2023), training hundreds of students and developing instructors.