

Daniel Medina Sánchez

AI Transformation & Digital Operations Leader

Digital Workplace · Public Sector · ITSM · Human-in-the-Loop · CS50x + CS50AI

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🌐 linkedin.com/in/danielmedina-ai

🌐 Portfolio: coming soon

🔗 GitHub: public-safe soon

📍 Madrid, Spain

🟢 AVAILABLE FOR REMOTE · HYBRID · MADRID-BASED ROLES

Hybrid business + technology + AI executive with 15+ years leading complex operations, teams of up to 560 people and €12M+ P&L responsibility. Experience across digital transformation, public sector, Digital Workplace, ITSM, CX, insurance and applied AI. Technical foundation reinforced by HarvardX CS50x and CS50AI. Specialized in turning operational complexity into productive, automated, measurable and governed systems with human-in-the-loop oversight.

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|---------------------|---------------------------|-----------------------|-----------------------------|---------------------------------------|
| 15+ YEARS | 560+ PEOPLE LED | 3 COUNTRIES | +€12M P&L MANAGED | CS50x + CS50AI HARVARDX |
|---------------------|---------------------------|-----------------------|-----------------------------|---------------------------------------|

CORE VALUE AREAS

AI Transformation

GenAI adoption · Human-in-the-Loop · AI enablement · workflow automation · AI literacy

Digital Workplace / ITSM

Modern Workplace · Atlassian Jira Service Management · service workflows · user experience · public sector

Operations Leadership

P&L · SLA/KPI governance · CX & contact center · service delivery · process improvement

SELECTED EXPERIENCE

Aug 2025 – Dec 2025

Madrid

Ayesa · AI Strategy & Digital Workplace Architect | Project Manager

Project Manager and consultant in digital transformation, Modern Workplace, user experience and applied AI for the public sector and large organizations.

Projects linked to Madrid Digital, Justice, UOC and ICEX: coordination of deliverables, executive documentation, functional analysis and stakeholder management.

Led the ICEX project as Project Manager, ensuring coordination, tracking, validation and client delivery.

Successful Atlassian Jira Service Management and ITSM implementation: service workflows, ticketing, documentation and operational adoption.

Apr 2023 – Aug 2025

Spain · Portugal · Colombia

Konecta · Business Manager · General Service Lead

General Service Lead for Liberty Seguros and other strategic clients in multi-service, multi-country, high-volume operations.

Directed up to 560 people across Spain, Portugal and Colombia: operations, middle management, quality, planning and reporting.

Inbound and outbound sales, post-sales, retention, collections, partners, mediators, claims, cross-sell, upsell and commercial campaigns.

P&L responsibility above €12M: billing, collections, client interlocution, SLA tracking, productivity and efficiency.

Weekly executive client presentations and functional definition of operational and commercial scripting for the auto-dialer with technical teams.

ADDITIONAL EXPERIENCE

May 2016 – Apr 2023

Uniglobal Mediación de Seguros · Service Manager · Business Manager

Progression from supervision to service responsibility in commercial and customer operations in the insurance sector. Management of accounts, teams, supervisors and coordinators with focus on SLA/KPI, profitability, quality and continuous improvement. Direct relationship with key clients, resource planning, reporting and operational continuity.

2009 – 2016

Transcom · Orange · Coordinator · Collections, Consumer & Fraud Management

Early promotion to operational coordination, leading teams of 25+ people in Orange services. KPI, efficiency, quality, productivity, operational pilots and process improvement.

2010 – 2013

Own firm · Graduado Social · Labour advisor for companies

Own labour-advisory firm for companies: hiring, labour relations, document management, labour regulations and Social Security. Professional registration reactivatable with the Official College of Social Graduates of Madrid.

AI LAB · PORTFOLIO

PROOF OF WORK

TransformIA AI Lab · Portfolio

Personal AI Lab designed to demonstrate practical enterprise AI: automation, Human-in-the-Loop, eWorkers, Digital Workplace, intelligent documentation and operational governance. Public-safe portfolio showing how to turn business intent into working systems with AI, human oversight and evidence.

Human-in-the-Loop

AI workflow design

Public-safe architecture

Recruiter concierge demo

n8n · Codex · GitHub · Figma

Documentation & executive delivery

EDUCATION & CERTIFICATIONS

FEATURED CREDENTIAL

HarvardX · CS50 Computer Science for Artificial Intelligence

CS50x + CS50AI · 10 problem sets + final project · 12 Python AI projects

C · Python · SQL · algorithms · data structures · search · ML · neural networks · NLP

ADDITIONAL CERTIFICATIONS

MBA in Business Administration and Management, ENEB · 9.58/10

University Diploma in Labour Relations, Universidad Rey Juan Carlos

IFCD077PO Machine Learning and Artificial Intelligence, 200 h

ADGD46 Agile Management, 60 h

COMM27 Digital Marketing & Automation Marketing, 60 h

Microsoft AI Skills Fest 2026

TECHNICAL & BUSINESS SKILLS

AI & TECHNICAL LITERACY

Generative AI · Prompt engineering · Python fundamentals · C fundamentals · SQL · JavaScript basics · Git · GitHub · Workflow automation · RAG concepts · AI evaluation · AI literacy

DELIVERY & TRANSFORMATION

Project Management · Digital Workplace · Modern Workplace · ITSM · Atlassian JSM · Stakeholder management · Executive documentation · Public sector transformation · Change & adoption · Process redesign

OPERATIONS & BUSINESS

P&L management · SLA/KPI governance · Contact Center · CX · Service Delivery · Insurance operations · Team leadership · Forecasting · Continuous improvement · Client governance

INTERNATIONAL EXPOSURE

Lived and studied in New Jersey, USA, with exposure to English-speaking environments and an international work mindset.

LANGUAGES

Spanish: Native

English: Professional working proficiency · B2-C1 functional