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# Gonzalo Viladomiu Claraso

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+34 663 92 15 92 · gonzaloviladomiu@gmail.com · Work Authorization: European Union

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## EXPERIENCE

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BARCELONA, SPAIN Nov 24 - Today

### **PUIG - Consumer Engagement Technology Manager**

Global luxury beauty and fashion group (150+ countries), leading data-driven consumer engagement, governance and digital transformation across brands.

- Lead the definition and implementation from scratch of global Data Quality frameworks and processes, including automated monitoring systems in the data mart. Developed alerting mechanisms to detect drops in data quality and built reporting tools with KPIs such as completeness, consistency, accuracy, and freshness.
- Manage global consumer and corporate data governance across retail, marketing, sales, and corporate functions, ensuring a Single Consumer View and overall data reliability. Oversee automated data quality analysis, reporting, and incident tracking.
- Lead and manage an analytics team working with Looker, delivering dashboards and insights for multiple business teams and enabling data-driven decision-making across the organization.
- Conduct and supervise AML (Advanced/Automated Machine Learning) analysis to extract deeper insights and support advanced use cases.
- Lead the design and delivery of dashboards and analytics tools, providing actionable insights to business stakeholders.
- Manage strategic projects such as the Consent Management platform, coordinating external consultancies and providers, and defining the company's strategy to balance compliance (GDPR, CCPA) with engagement goals.
- Drive B2C Loyalty Program initiatives across brands, implementing IT solutions that enhance consumer relationships and engagement.
- Define and roll out global Data Capture Guidelines, ensuring standardized, compliant, and value-driven data collection across all touchpoints.
- Lead Customer Care technology initiatives, aligning regulatory compliance with operational excellence worldwide.
- Start leading the Clienteling platform rollout, supporting Beauty Advisors across wholesale and owned retail channels (B2C), enhancing in-store client engagement.
- Own and coordinate the IT roadmap for data and integrations, ensuring prioritization, alignment with business strategy, and efficient delivery of key initiatives.
- Promote collaboration between business and IT, embedding consumer insights into decision-making and fostering a strong data-driven culture.
- Continuously improve data processes, governance models, and analytics capabilities to adapt to evolving business needs.

BARCELONA, SPAIN May 22 - Nov 24

### **DELOITTE - IT Consultant**

Global consulting firm (\$60bn+ revenue, 400,000+ employees), leading complex CRM and digital transformation programs across insurance, consumer goods and hospitality sectors.

- Led end-to-end CRM implementations (Salesforce, SAP), owning delivery, technical execution, client relationship, and coordination of cross-functional teams.
- Acted as PMO Lead in strategic, business-critical programs, establishing governance frameworks, ensuring stakeholder alignment, and driving execution excellence.
- Defined and executed strategic roadmaps in collaboration with C-level stakeholders, maximizing business value, adoption, and long-term impact of technology initiatives.
- Managed and mentored multidisciplinary teams (3–7 consultants and engineers), fostering collaboration, accountability, and high-quality delivery standards.
- Served as the primary liaison between business and IT, translating business needs into technical solutions and ensuring continuous alignment throughout the project lifecycle.
- Developed and presented strategic deliverables and proposals for senior client leadership, contributing to business development and reinforcing Deloitte's position as a trusted advisor.
- Built and maintained strong client relationships, ensuring satisfaction, trust, and successful delivery across multiple engagements.

