



Eloi Cruz

Technology · Data · Business

CONTACT

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PROFILE

I develop digital solutions and analyse data to improve business processes. I want to grow in a commercial role, eager to learn and develop my communication, negotiation and customer relationship skills.

ACADEMIC BACKGROUND

Master's in Data Analytics & Artificial Intelligence

ISDI · 2023-2024

Degree in Computer Engineering

FIB · Universitat Politècnica de Catalunya · 2016-2020

CERTIFICATIONS

Power BI Data Analyst Associate

Microsoft · Earned in 2023

Data Analysis for Management

London School of Economics · 2022

PUBLICATIONS

LoRaCoin: Towards a blockchain-based platform for managing LoRa devices

IEEE INFOCOM 2022 Workshops

Exploring Blockchain-Based Management for LoRa IoT Nodes

GECON 2022 · Proceedings published in 2023

LANGUAGES

Catalan · Native

Spanish · Native

English · B2

PROFESSIONAL EXPERIENCE

ASDT Corporation SLU

Product and Operations Engineer · 2024-2026

I worked in the tenders department, preparing technical proposals and client presentations. I collaborated directly with the CEO to analyse and improve internal processes and implement the purchasing, warehouse and sales ERP and document management system, including rollout and team training.

R&D · Software and firmware developer · 2017-2019

Designed, developed and deployed a civil drone detection and jamming system to protect state infrastructure, including La Moncloa, La Zarzuela and the Spanish Congress of Deputies. Developed command and control (C2) software and the company's first drone detectors.

Deloitte

Data and Project Management Consultant · 2023-2024

ROCHE. Coordinated the RDI GTM project across APAC and the Middle East to centralise Business Intelligence infrastructure, databases and reporting systems. Worked in English with teams in India and Portugal.

GENERALITAT DE CATALUNYA. Contributed to the Data Governance Office on projects to improve information quality, traceability and accessibility and enable shared use.

SPANISH MINISTRY OF JUSTICE. Analysed and restructured information and reporting for the Judicial Deposits and Consignments Accounts Department.

Friman · Food distribution

Project Manager · Operations · 2020-2022

Worked with the operations director on the company's digital transformation. Contributed to the warehouse management system implementation project, the start of the CRM project and the development of business information using Business Intelligence tools.

PROFESSIONAL PROJECTS

LaketaB · Founder

Founded a consultancy to deliver data projects and digital business solutions, working with each client from defining needs through to implementation.

Housfy

Worked with the CFO to automate the profit and loss statement (P&L) and create Power BI dashboards for financial analysis.

Grupo Pomona Iberia

Built Power BI profit and loss statements and dashboards for several group companies, tracking sales, margins and costs.

Con+Pasión · Volunteering

AI-assisted development of e-commerce, registration and payment platforms and management dashboards. Digital marketing analysis using pixel data: acquisition channels, conversion and sales attribution to inform commercial actions.