

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, running a 300+ extended data organisation across a £10bn regulated business.

SELECTED CAREER HIGHLIGHTS

- Commercial value at £10bn scale:** enabled circa £500M in business value across VMO2 data initiatives (over £250M in fraud prevention, public Tableau story, and £100M+ in network optimisation), with £23M+ directly attributed since July 2024 as the defensible floor and a 2026 trajectory above £30M.
- Board-level customer trust and AI adoption:** co-led and built the measurement engine behind VMO2's Customer Trust Indicator, the company's top customer measure, and took enterprise AI to the adoption ceiling at 2,500 of 5,000 Gemini Enterprise licences live on governed foundations.
- Operating-model change that scales:** moved 11,000+ colleagues to governed self-service on a stack consolidated from 9 platforms (£13M+ annual TCO cut), and earlier grew the MuleSoft EMEA business roughly tenfold through IPO and the Salesforce acquisition.

CAREER

Virgin Media O2 | EVP, Data Democratisation

London, UK | Aug 2023 - Jun 2026

Transformed how a £10bn regulated business decides, from fragmented reporting to governed self-service and AI-ready foundations, and co-led the measurement engine behind its top customer-trust metric. Ran a 300+ extended data organisation spanning strategy, governance, privacy, BI, enablement, a Data & AI University, culture and GTM, with ~100 engineers and architects within it.

Salesforce | Sr. Director, Global Data Strategy & Intelligence

London / Global | Jul 2018 - Aug 2023

Built the executive intelligence layer senior leadership used to track adoption, revenue quality and partner impact across Salesforce, and owned the Trailhead Academy EMEA Training & Certification P&L through the acquisition.

MuleSoft | Head of Global Data Strategy & EMEA Training

London / Global | Nov 2015 - Jul 2018

Built the EMEA Training & Certification business from zero and scaled the P&L roughly tenfold through IPO and the Salesforce acquisition, and founded the CEO-sponsored global data strategy on customer and partner intelligence.

Earlier: Infomomentum (Senior Practice Lead, Oracle Middleware & Digital Transformation, 2012 - 2015); Industrias Peñoles (Head of Digital Transformation, 2007 - 2012); Tahi Systems (Founder & CEO, 2002 - 2007); MBSystems (Senior Consultant, Networks, Software & Systems Integration, clients including Ford, 2001 - 2002). Full detail in the 4-page CV.

EDUCATION & RECOGNITION

BEng, Computer Systems Engineering, Monterrey ITESM (top of generation; Carnegie Mellon collaboration). MuleSoft Certified Architect. British and Mexican citizen, bilingual English and Spanish. British Data Awards 2026, Data Team of the Year; Transformational Leader 2026, Anaplan Customer Awards. UK Government DSIT roundtable, Minister for Digital Government and Data.