

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, leading a 300+ extended data organisation across a £10bn regulated business and enabling circa £500M in value. Foundations first, then AI adoption on governed data, then the decisions and value the business runs on: credible with boards on value and with technology leaders on how it is built.

SELECTED CAREER HIGHLIGHTS

- **Commercial value:** enabled circa £500M in business value across VMO2 data initiatives, including more than £250M in fraud prevention (public Tableau customer story) and £100M+ in network investment optimisation.
- **Attributed floor:** directly attributed at least £23M in annualised benefit at VMO2 since July 2024 on a conservative basis, with a 2026 trajectory above £30M.
- **Customer trust and AI at scale:** co-led and built the measurement engine behind VMO2's Customer Trust Indicator, and scaled AI adoption to 2,500 of 5,000 Gemini Enterprise licences on governed data foundations.
- **Platform and P&L scale:** consolidated 9 BI and data platforms into one governed stack (£13M+ annual TCO cut), scaled self-service to 11,000+ users, and grew the MuleSoft EMEA business roughly tenfold through IPO and the Salesforce acquisition.

Recognition: British Data Awards 2026 winner, Data Team of the Year; Transformational Leader 2026, Anaplan Customer Awards; Google Cloud Next 2026 and Anaplan Connect London 2026 speaker.

PROFESSIONAL EXPERIENCE

Virgin Media O2

London, UK | Aug 2023 - Jun 2026

EVP, Data Democratisation | Enterprise Data & AI Transformation Remit

Hired to transform how a £10bn regulated telecoms and media business makes decisions, moving it from fragmented reporting and manual workarounds to governed data products, self-service and AI-ready foundations. Ran a 300+ extended data organisation across Data Strategy, Governance, Privacy, Business Intelligence, a Centre for Enablement (C4E), a Data & AI University, Data Culture, GTM, Innovation and Transformation, with ~100 data and analytics engineers, platform engineers and architects within it.

- **Operating model and organisation:** moved the business from fragmented reporting and weak ownership to governed data products, self-service and AI-ready foundations; aligned the Executive Committee to treat data as a certified product.
- **Customer Trust Indicator:** co-led and built the measurement engine behind VMO2's Customer Trust Indicator, the company's top customer measure, on the enterprise data foundations the team created, with the Consumer Strategy team.

PROFESSIONAL EXPERIENCE (CONTINUED)

Virgin Media O2 (continued)

- **Enterprise AI adoption:** scaled AI adoption across governed data, deploying 2,500 of 5,000 Gemini Enterprise licences alongside conversational analytics and data agents, on certified, governed foundations.
- **Platform and self-service:** consolidated 9 BI and data platforms into one governed stack, cutting annual platform TCO by £13M+, and scaled self-service to 11,000+ users and 250+ certified data products.
- **Adoption into the front line:** turned self-service into operational decisions across the business, from 2,000+ field technicians working off trusted data to store-level profitability tools in retail, supported by a Data & AI University that trained 6,000+ colleagues.

Salesforce

London, UK / Global | Jul 2018 - Aug 2023

Sr. Director, Global Data Strategy & Intelligence

- **Executive intelligence for the business:** built the executive intelligence layer Salesforce leadership used to track adoption, revenue quality and partner impact, on data foundations and business layers created by a globally distributed organisation of data and analytics engineers, platform engineers and architects.
- **Commercial ownership at scale:** ran the Trailhead Academy EMEA Training & Certification P&L, scaling a unified education operating model across the combined organisation and turning it into a repeatable driver of customer certification and adoption.
- **Value through the acquisition:** led the learning-platform integration and the Org62 API-led data integration through the acquisition, unifying Salesforce and MuleSoft certification systems and reporting so leadership kept one trusted view of the business.

MuleSoft

London, UK / Global | Nov 2015 - Jul 2018

Head of Global Data Strategy & EMEA Training & Certification

- **Built and scaled a P&L ~10x:** grew the EMEA Training & Certification business from zero to roughly tenfold revenue through scale-up, IPO and the Salesforce acquisition, owning the regional P&L, quarterly targets and sales team; certification drove customer adoption and product stickiness.
- **Data strategy as a commercial lever:** won CEO sponsorship to establish the Global Data Strategy & Intelligence team, including a small, globally distributed engineering force, and used it to answer a global-bank CIO's ROI question in 24 hours to win a milestone account.
- **Value held through the IPO:** kept P&L discipline and data reliability through the IPO and carried the data model into the Salesforce acquisition, so revenue and reporting never wavered through two transitions.

EARLIER CAREER (2001 - 2015)

Infomentum | Senior Practice Lead, Oracle Middleware & Digital Transformation (London, 2012 - 2015). Led the Oracle middleware and digital transformation practice, including integration, middleware and software engineers and architects (mainly UK), for clients including ICON Plc, McDonald's, PPL, TRW and BAE Systems; 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 (operations across Latin America, Europe and UK-listed Fresnillo plc), leading a team including software, data, integration and platform engineers across portals, middleware, BI and enterprise architecture.

Tahi Systems | Founder & CEO (Mexico, 2002 - 2007). Founded and ran a technology business with full P&L ownership and a team including software, data and platform engineers, spanning middleware, custom software, analytics and web products.

MBSystems | Senior Consultant, Networks, Software & Systems Integration (Mexico, 2001 - 2002). First consulting chapter: network, software and systems integration for major clients including Ford.

RECOGNITION & SPEAKING

Speaking & awards: [Google Cloud Next 2026](#) speaker; main customer keynote at [Anaplan Connect London 2026](#); [Women in Data Flagship](#) main-stage speaker; [British Data Awards 2026](#) winner, Data Team of the Year; Transformational Leader 2026, Anaplan Customer Awards. **Advisory:** represented Virgin Media O2 at a UK Government [DSIT](#) roundtable with the Minister for Digital Government and Data, alongside Unilever, Experian, GSK and RELX.

Coverage: public [Tableau customer story](#) on more than £250M in fraud prevention and 92M+ malicious texts blocked; [Interface Magazine](#) feature on democratising data as a cultural movement.

EDUCATION & CREDENTIALS

BEng, Computer Systems Engineering, Monterrey Institute of Technology and Higher Education (graduated top of generation; programme included academic collaboration with Carnegie Mellon University). MuleSoft Certified Architect; earlier technical foundation across CCNA, Java, and Oracle ADF, WebCenter, SOA and Cloud certifications. British and Mexican citizen, bilingual English and Spanish.