

LUIS A. ESCOBEDO

Miami, FL

contact@luchoescobedo.com

+1 (217) 819-8060

Executive leader with over 15 years of global experience translating data into enterprise value. Recognized for leading large-scale transformations, scaling global data organizations, and aligning analytical capabilities with business priorities. Trusted partner to C-level executives and board stakeholders, with a \$400M+ track record in revenue generation, cost efficiency, and organizational enablement. Combines technical fluency, platform leadership, and product thinking to deliver enduring business outcomes across North America, LATAM, and EMEA.

PROFESSIONAL EXPERIENCE

Senior Director of Data & Analytics Engineering, ADP

June 2023 – Present

- Led a 22-person organization with direct and matrixed leaders across engineering, data product, and governance.
- Delivered \$58M in revenue uplift via pricing optimization, churn analytics, and GTM-aligned forecasting.
- Prevented \$7.5M in controllable losses using onboarding journey diagnostics and lifecycle modeling.
- Reduced cloud platform spend by 35% through FinOps-driven infrastructure optimization.
- Launched semantic layers, cataloging, and quality frameworks that increased platform adoption by 42%.
- Institutionalized KPI frameworks, experimentation protocols, and lifecycle measurement across product lines.
- Partnered cross-functionally with Sales, Finance, Client Services, and Product to embed data into business execution.

Vice President of Data & Analytics, REEF Technology

May 2020 – June 2023

- Promoted three times in three years, culminating in VP role leading a global team of 20+ with leaders in the U.S., EMEA, and LATAM.
- Generated \$310M+ in business value across pricing, logistics, customer retention, and product optimization.
- Optimized last-mile and retail footprint using geospatial ML, contributing to \$150M in projected revenue uplift.
- Designed sentiment-based targeting systems and performance dashboards that improved repeat engagement by 10%.
- Delivered 100x model deployment speed via MLOps platform; implemented 100% drift detection coverage.
- Reduced infrastructure costs by 60% through platform rationalization and vendor renegotiation.
- Governed data across functions with global MDM and semantic policies; improved quality to 99%+ and boosted adoption by 30%.

Senior Data Scientist, QuantumBlack, AI by McKinsey

Aug 2017 – Aug 2019

- Delivered \$200M+ in client impact across financial services, healthcare, logistics, and CPG.
- Saved \$121M annually for Brazil's largest bank by optimizing its branch network through geospatial ML.
- Developed a \$5.5B GTM strategy for a U.S. agribusiness entering Brazil.
- Reduced medical waste by 40% and transport costs by 20% through simulation and operations research.
- Provided strategic advisory to C-level clients on analytics capability building and roadmap execution.

Analytics Consultant, University of Illinois at Urbana-Champaign

Aug 2013 – Jul 2017

- Advised 40+ research initiatives on data strategy, experimentation, and decision frameworks.
- Improved admissions and retention metrics by 7–10% using predictive analytics.
- Increased course engagement by 15% using behavioral segmentation and time-series experimentation.
- Launched internal analytics knowledge base adopted by faculty and administrators.

Executive & Organizational Leadership

- Executive advisory, global team scaling, cross-functional leadership, experimentation strategy, KPI design.
- Data product lifecycle, governance at scale, platform modernization, and data operating model development.
- Expertise in translating complex data ecosystems into stakeholder-aligned roadmaps and adoption strategies.
- Built and scaled high-performing, multi-disciplinary teams across continents, enabling durable execution models and leadership pipelines.

Strategic Enablement & Data Activation

- Application of experimentation, forecasting, optimization, segmentation, and behavioral analytics to drive growth, efficiency, and experience.
- Design and deployment of lifecycle measurement systems, strategic performance indicators, and feedback loops to inform prioritization.
- Integration of analytics into product, operations, sales, and marketing workflows to support data-informed execution and adoption.

Technology & Architecture

- AWS (S3, EC2, SageMaker), Databricks, Spark, MLflow, Airflow, Jenkins, Git, Unity Catalog.
- BI: Tableau, Power BI; Governance: Alation, Anomalo.
- Programming: Python, SQL, R.

EDUCATION

Ph.D., Geospatial Economics

University of Illinois at Urbana-Champaign, Champaign, IL

M.S., Geospatial Economics

University of Illinois at Urbana-Champaign, Champaign, IL

B.A., Geography

Pontificia Universidad Catolica del Peru, Lima, Peru