

Juan Jose Morales

 juanmorales.marcano@gmail.com

 (58) 412.223.5665

 <https://www.linkedin.com/in/juan-j-morales/>

EXPERIENCE

PedidosYa

Specialist Business Analyst (March 2026 - Present)

- Directed the countrywide pricing strategy, designing and implementing A/B tests for service and delivery fees to optimize revenue, conversion, and customer demand
- Led end-to-end order forecasting, aligning Logistics and Marketing teams on targets and OKRs while deploying an AI bot that improved forecast accuracy by 25%
- Collaborated with Finance, Product, and a fintech partner to launch a vendor payment solution that improved commission collection by 90%

Senior Business Analyst (July 2024 - February 2026)

- Presented weekly and monthly performance insights, business cases, and financial impact analyses to the Managing Director and Board of Directors, informing key strategic initiatives
- Leveraged Looker and BI tools to deploy more than 20 business performance dashboards, translating complex data into actionable recommendations across Marketing, Sales, Logistics and Operations teams
- Led the end-to-end rollout of the "Free Delivery" initiative, coordinating cross-functional efforts to expand service accessibility and achieving >30% revenue growth for commercial partners
- Developed AI agents to monitor 10+ critical KPIs and automatically flag performance declines, enabling faster intervention across business teams

International Business Machines (IBM)

Partner Software Specialist (October 2020 - March 2024)

- Led strategic planning with key IBM resellers across Venezuela and the Caribbean, managing the regional CRM, sales forecasts, opportunity pipeline, and technical sales process
- Owned technical roadmaps for 20+ business partners, leading Data, AI, and Automation certification campaigns and enablement initiatives to strengthen solution readiness and sales capabilities
- Directed 30+ partner initiatives across Venezuela and the Caribbean, coordinating solution evaluations and execution plans that generated \$1M in pipeline and drove 110% quota attainment

PricewaterhouseCoppers (PwC)

Semi Senior Risk Assurance Associate (February 2020 - October 2020)

- Developed advanced Alteryx pipelines to automate audit entries, successfully reducing execution cycle time by 60% and standardizing data integrity checks
- Refactored legacy database queries and implemented optimized SQL stored procedures to enhance web portal performance, ensuring high availability for internal stakeholders
- Architected and deployed a UiPath RPA solution to automate cross-office project-hour processing, eliminating 20+ hours of manual work and achieving full process automation

EDUCATION

Bachelor of Science, Computer Information Systems

Bentley University
Waltham, Massachusetts (Sep 2015 - May 2019)

Master's, Managerial Engineering

Universidad Metropolitana
Caracas, Venezuela (Sep 2023 - Mar 2025)

ORGANIZATIONS

President of the Young Executive Section (YES)

Venezuelan British Chamber of Commerce (Britcham)

Organizing key events for young executives under 40 years of age with the aim of promoting professional development and fostering an environment conducive to the creation of strategic relationships.

SKILLS

Looker Studio, BigQuery, SQL, Tableau, Python, Java, App Script, n8n