

CARLOS CARBAJAL

INNOVATION MANAGER & TECHNOLOGY CONSULTANT

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Throughout my professional and academic career, I have sought to maintain the balance between the development of creative concepts and feasible solutions to real problems. Using the tools and skills that I have acquired, I focus on the integration of solutions considering marketing, product design and business models, to deliver value and knowledge to the customer.

EXPERIENCE

STRATEGIC BUSINESS CONSULTANT

TECNIPRODUCTOS ORIZABA

Oct 2016 – Sep 2017 Orizaba, MX

- Responsible for generating a digital marketing strategy
- Responsible for streamlining and documenting operations and processes

RESEARCH ASSISTANT

ENTREPRENEURSHIP INSTITUTE AT THE TUHH

Apr 2016 – Sep 2016 Hamburg, GER

- Preparation and analysis of data for research projects.
- Development of digital tools for idea validation.
- Research and preparation of content on entrepreneurship related topics, such as finding early-adopters, offer testing, currency testing, utility testing and scaling.

FOUNDER AND LEADING CONSULTANT

CONSULTANCY IN DESIGN AND TECHNOLOGICAL INNOVATION

Oct 2012 – Sep 2015 Orizaba, MX

- Project management on design and technological innovation ventures for industrial, research and educative organizations.
- Design and implementation of automated instrumentation.

PROJECT LEADER

FLORES SELECTAS DE VERACRUZ

Jan– Sep 2012 Ciudad Mendoza, MX

- Automation tech integration in the production process.
- Design and implementation of the automated micro propagation system.
- Analysis of meteorological data for the improvement of the production process.

SKILLS

- Complex problem solving
- Critical thinking
- Cognitive Flexibility
- Emotional intelligence
- Creativity and Innovation
- Intercultural communication
- Negotiation

EDUCATION

PHD IN MANAGEMENT

ORGANISING FOR DIGITAL INNOVATION IN INDUSTRY 4.0
UNIVERSITY OF GLASGOW

Oct 2017 – Sep 2020 Glasgow, UK

JOINT M.S. GLOBAL INNOVATION MANAGEMENT

UNIVERSITY OF STRATHCLYDE

TECHNICAL UNIVERSITY OF HAMBURG

Oct 2014 – Sep 2016 Glasgow, UK – Hamburg, GER

SPECIALIST ON MARKET RESEARCH

UNIVERSIDAD DEL PEDREGAL

Sep 2013 – Jul 2014 Mexico City, MX

SPECIALIST ON BUSINESS CONSULTANT

UNIVERSIDAD DEL PEDREGAL

Sep 2012 – Jul 2013 Mexico City, MX

B.S. MECHATRONIC ENGINEERING

UNIVERSIDAD AUTONOMA DE PUEBLA

Oct 2007 – Dec 2011 Puebla, MX

LANGUAGES

Spanish - Native Proficiency

English - Bilingual Proficiency

Master's degree awarded in English and TOEFL certification

French - Minimum Professional Proficiency
DELFB2 by the Centre international d'étude pédagogiques

German - Limited Working Proficiency
Goethe-Zertifikat A2 by the Goethe-Institut

STRENGTHS

- Innovation process management
- Concept creation and design thinking
- Data analysis in several programming languages
- Innovation marketing, with focus on market research
- Intrapreneurship and Entrepreneurship
- Change management
- Internet of Things and Big Data concepts

CARLOS CARBAJAL

EXPERIENCE IN DATA ANALYSIS


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Data analysis is a powerful method to develop innovative and efficient solutions. Through my career, I have used several tools to achieve this objective, and even when I do not know all the programming languages and tools, my knowledge on analytic fundamentals and my self-taught skills had allowed me to adopt and excel on new platforms

EXPERIENCE IN DATA ANALYSIS

RESEARCH ON HIGH PERFORMANCE WORK TEAMS DYNAMICS,


OBJECTIVE: IDENTIFY TEAM MANAGEMENT'S BEST-PRACTICES

Duration: 3 months  Hamburg, Germany

- Web scraping over 350k webpages to collect team members' data, working conditions and leaders' profiles
- Data cleaning, pre-processing and analysis
- Statistics and results visualizations.

MASTER'S THESIS: RESEARCH ON THE IMPACT OF KNOWLEDGE ON INNOVATION AND ENTREPRENEURSHIP


OBJECTIVE: IDENTIFY FACTORS THAT NOURISH INNOVATION

Duration: 6 months  Hamburg, Germany

- Use of machine learning for the merge of required databases, with up to 750k observations
- Variable preparations, model design and implementation.
- Evaluation of the statistic model.
- Results visualization and presentation

BIBLIOGRAPHIC REFERENCES MANAGEMENT


OBJECTIVE: UNIFY AND MANAGE REFERENCES DATABASE

Duration: 2 months  Hamburg, Germany

- Unification of the several bibliographic references databases used along the research institute
- Standardization and sharing of the database along several management tools.

PARTICIPANTS' DATABASE MANAGEMENT

OBJECTIVE: UNIFY AND MANAGE PARTICIPANTS DATABASE

Duration: 1 month  Hamburg, Germany

- Cleaning and standardization of all the participants of the institute' lectures over the last years

METEOROLOGICAL DATA ANALYSIS

OBJECTIVE IDENTIFY PATTERNS AND SUGGEST IMPROVEMENTS








Duration: 6 months  Ciudad Mendoza, Mexico

- Automation of the meteorological data acquisition, merge and standardization of data collected over the past 5 years.
- Development of inferential models to support the production processes.
- Preparation of suggestion for the increase of efficiency in the production processes.

AREAS OF EXPERTISE

- CRISP-DM methodology for the management of business oriented projects
- Data cleaning and standardization
- Experience in the use of several techniques for the "data matching" focusing on human-errors inputs.
- Innovation marketing on social network platforms and data analysis.
- Data collection through "Web-scraping" methods.
- Final user applications development.
- Hardware development for the data acquisition and analysis on-site.

KNOWLEDGE OF TOOLS

-  **R/R Studio** Advanced proficiency
Data acquisition, manipulation and analysis. Development of applications, "web scraping", "machine learning", "data matching"
-  **LabVIEW** Advanced proficiency
Data acquisition, digital signal processing, development of applications for control, process automation, datalogging and report creation.
-  **MSFT Excel** Advanced proficiency
Import of data from several sources, advanced data processing, probabilistic and statistics analysis, reports generation, and implementation of VBA tools.
-  **Visual Studio** Intermediary proficiency
Data acquisition, application development, creation of user interfaces, conjoint processing with external software.
-  **SPSS** Intermediary proficiency
Data manipulation, statistical analysis, advanced analysis techniques implementation. (Conjoint analysis, ANOVA).
-  **SQL** Basic proficiency
Data manipulation, management of database structure, "Queries" management through external software
-  **MATLAB** Basic proficiency
Calculations, development of scripts, use of Simulink add-in