

CRISTIAN A. GOMEZ SERON

Enterprise AI and Data Strategy Executive | MBA | Published Author
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PROFILE

Enterprise technology practitioner with close to two decades leading data, analytics and AI deployment across Asia-Pacific, including senior roles at Snowflake, Tableau, ThoughtSpot, MicroStrategy and Accenture. My work sits at the intersection this research occupies: how large organisations structure decision authority, governance and operating models around intelligent systems. I have designed Centres of Excellence, governance frameworks and adoption programs inside dozens of enterprises across telecommunications, banking, retail, healthcare and the public sector, and hold sustained access to the senior executives now confronting agentic AI deployment. Prospective DBA candidate, Curtin University, researching decision rights and operating model archetypes for agentic AI in large enterprises.

EDUCATION

Master of Business Administration (MBA) <i>RMIT University, Melbourne</i>	2020 - 2022
Diploma in Management and Technology <i>Universidad de Chile, Santiago</i>	2011 - 2012
Bachelor of Computer Engineering <i>Universidad Tecnológica de Chile (INACAP), Chile</i>	2002 - 2006

PUBLICATION

Gomez, C. (2016). Data Discovery with MicroStrategy 10. Commissioned technical volume on enterprise analytics and data discovery practice.

PROFESSIONAL EXPERIENCE

Lead Solutions Engineer, AI and BI Strategy <i>Strategy Melbourne, Australia</i>	Dec 2024 - Present
– Lead the solutions engineering function for enterprise AI engagements across ANZ, advising boards and executive teams on AI transformation roadmaps, operating model design and the organisational conditions for value realisation. – Work daily with enterprises designing semantic layers, ontologies and agentic AI architectures; this vantage point directly informs the proposed doctoral research on unallocated decision rights in agentic deployment. – Design and facilitate multi-workstream executive workshops translating business processes into quantified AI outcomes across telecommunications, banking and retail accounts.	
Senior Solutions Engineer and APAC Sales Enablement Lead <i>Snowflake Melbourne, Australia</i>	Sep 2020 - Dec 2024
– Defined the solutions engineering methodology used by 50+ professionals across APAC for the leading cloud data platform, establishing frameworks for account planning, opportunity assessment and value quantification. – Architected enterprise-scale data transformation programs across telecommunications, retail and financial services, with end-to-end accountability from business case through production deployment and measured outcomes. – Co-designed change management and enablement programs with customer executives, observing at close range how governance structures and ownership allocation determined whether platform adoption succeeded or stalled. – First commercial solutions engineer in the ANZ region; recognised as top contributor for new enterprise engagements. Mentored SE and sales leaders across APAC as a Gallup Certified Strengths Coach.	
Customer Success Lead and Solutions Architect <i>ThoughtSpot Melbourne, Australia</i>	Sep 2019 - Sep 2020
– Owned the value realisation lifecycle for enterprise accounts across APAC on an AI-powered analytics platform, defining success criteria and adoption pathways; direct experience of the vendor-side 'customer success' function as a substitute for unassigned internal ownership of change.	
Senior Solutions Architect and Solutions Consultant <i>Tableau Software Melbourne, Australia</i>	Sep 2016 - Sep 2019

- Led enterprise value engagements across APAC and ANZ for the leading visual analytics platform, defining deployment governance standards and enterprise adoption approaches.
- Two years in Professional Services designing analytics environments, governance frameworks and operating models for organisational self-sufficiency; shaped the New Zealand go-to-market approach.

Technical Lead and Data Analytics Consultant

Mar 2015 - Sep 2016

Analytics8 | Melbourne, Australia

- Led data and analytics transformation programs for Commonwealth Bank of Australia and Medibank, owning solution architecture, data warehouse modernisation and cloud analytics deployment on AWS.

Senior Solutions Architect, BI Architect, Consulting Team Lead

2008 - 2015

MicroStrategy, Accenture, Tecnova, everis, Nextel | Chile and Australia

- Seven years leading enterprise analytics consulting across telecommunications (Telefonica, Entel, Nextel), retail (Coles) and banking, spanning two continents and two languages.
- At Accenture, defined enterprise-wide AS-IS versus TO-BE data architecture models and led PMO governance across concurrent BI transformation programs at Telefonica.

RESEARCH-RELEVANT EXPERTISE

Enterprise AI and agentic systems: agentic AI orchestration, generative AI, RAG architectures, semantic layers, ontologies and knowledge graphs, intelligent decision support.

Organisational design in practice: Centre of Excellence design, governance frameworks, operating models, enterprise adoption and change programs, executive sponsorship.

Data architecture: cloud data platforms (Snowflake, AWS, Azure, GCP, Databricks), data warehousing, lakehouse, data vault, data governance, enterprise integration.

Industry domains: telecommunications, banking and financial services, retail and supply chain, healthcare, public sector.

CERTIFICATIONS

Gallup Certified Strengths Coach | Executive Coaching Certification (IECL) | MicroStrategy Certified Developer (Platinum) | Tableau Server Certified Professional | Snowflake SnowCore Professional

LANGUAGES

English (bilingual) | Spanish (native) | Italian (elementary)