MARTIN COX

+1 (310) 754 0876 | martin.cox.2023@anderson.ucla.edu | www.linkedin.com/in/martin-cox-marin

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DATA SCIENTIST

Result-oriented data scientist and MSBA candidate at UCLA Anderson. 7 years of experience in the Lodging Industry, creating the Business Intelligence department and providing solutions for hotels management and operation, automating key processes, and providing strategic and financial insights leading to significant cost reductions and valuation gains. Bilingual, Spanish native language.

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT   Los Angeles, CA
Master of Science in Business Analytics (MsBA) | F1 Stem OPT   *Expected Dec 2023*
- Statistical Foundations, Business Fundamentals, Data Management, Machine Learning for Decision Making, Optimization, Prescriptive Models, Customer Analytics, Competitive Analytics

UNIVERSIDAD CATÓLICA DE CHILE   Santiago de Chile
BS in Civil Engineer, Major in Industrial Engineering and Information Technologies Engineering   *Graduated Dec 2014*
- Optimization, Advance Programming, Data Structures and Algorithms, Software Engineering

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ADDITIONAL SKILLS

PROG. LANGUAGES   Python, R, Visual Basic, C#, C++, Ruby
SOFTWARE   SQL, Power BI, Oracle BI, Essbase, Excel, SAP, Matlab

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WORK EXPERIENCE

TÁNICA HOTELS   Santiago de Chile
Head of Management Control and Business Intelligence   *Oct 2019 – Nov 2021*
- Managed control duties such as budget, revenue management, and monthly financial reporting of hotels. Reported directly to CEO of Tánica Hotels and presented in board meetings.
- Developed Business Intelligence area of the company, created the data-warehouse, data pipelines, automating reports, processes, and revenue management in Power BI; Transformed corporate decision-making culture to be more analytically driven.
- Built out P&L, revenue, and labor modelling for collection of hotels in group to determine closure and reopening strategy during COVID-19 pandemic. With these projects, reduced hotels cost by 35% during the COVID-19 pandemic.

ACCOR HOTELS   Santiago de Chile
Head of Management Control, Hispano-Americas   *Dec 2018 – Oct 2019*
- Managed and helped implement the integration between Atton and Accor systems and processes after merger; consolidated information of 200 hotels.
- Proposed a new budget process that was implemented by Accor South America (200+ hotels), reducing by 50% the budget preparation and processing time. Managed BI financial, operational costs, headcounts and sales reporting for 100+ hotels.

ATTON HOTELS (ACQUIRED BY ACCOR HOTELS)   Santiago de Chile
Head of Management Control   *Jun 2018 – Dec 2018*
- Led management control for Chile, Colombia, Perú and USA, reporting to the finance manager
- Led a 3-member team in charge of business analytics; coordinated analysis, reporting, and preparation of presentations for board meetings. Managed due diligence and compliance to Accor Hotels acquisition of Atton Hotels.
- Implemented USALI (Uniform System of Accounting for the Lodging Industry) accounting to modernize revenue and cost management

Head of Management Control Projects   *Dec 2017 – Jun 2018*
- Oversaw the Business Intelligence ecosystem; implemented integration to different systems (Opera, SAP, etc.), ETLs, data warehouse, OLAP cubes and Oracle.
- Built data pipelines and processes for new projects data in finance, development, marketing, sales, and revenue management.
- Proposed and implemented a system that unified all the client databases to identify VIP clients, creating the fidelity program. Implemented pre-check-in mail which reduced the check-in time at hotel reception by 50%.
- Led the data initiative for the opening of 3 new hotels in Viña del Mar, Chile; Medellín, Colombia; and Miami, USA.

Management Control Engineer   *Feb 2015 – Dec 2017*
- Automating all key manager reports (1 day of preparation each for each hotel) with ETLs, OLAP Cubes, SQL and Oracle BI, changing the reports periodicity from a month to a day, helping on the daily decision-making.

ADDITIONAL INTERESTS

Amateur level, Soccer, Basketball, Padel (participating in amateur leagues).
Trail Running, trekking, traveling.