MARIO MORALES CASTILLO

Head of Data & AI | AI & Data Strategy | Data Governance | MLOps, GenAI & Advanced Analytics | CPG, Manufacturing & Supply Chain

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Open to relocation: Spain, Germany, Switzerland, Netherlands, France, UK | Languages: Spanish (C2, native) · English (C2)

SUMMARY

IT, Data & AI leader with 28+ years delivering enterprise IT, AI and data strategies end to end — from vision and roadmap to adoption and value realisation — across global consumer packaged goods (CPG), manufacturing, supply chain and procurement. Most recently PepsiCo's Global Data & AI Products Lead for Manufacturing and Procurement, after leading IT and digital strategy for Global Procurement ($8Bn spend, 600+ associates, 30+ countries across Europe, AMESA and Asia Pacific) and Europe Agriculture.

In procurement: digitised the source-to-pay landscape, delivering a 30% efficiency gain through intelligent automation across global BPO centres, and established the Global Procurement Data Foundation covering PepsiCo's ~$40Bn global spend across 90+ countries. In manufacturing: built the global spare-parts data foundation that identified ~$70MM in working-capital opportunities in Europe alone. In agriculture: founded the Agriculture Data Foundation for Europe — seed to potato — now the data backbone of PepsiCo's Regenerative Agriculture ambition, and delivered $8MM in cost savings.

Earlier, led P&G's global SAP upgrade across 23 production systems and ~50,000 users. Computer Systems Engineering background with executive education at MIT Sloan and UC Berkeley Haas; trusted C-level advisor with Responsible AI (GDPR, EU AI Act) built in.

SKILLS

Strategy & Governance: AI & Data Strategy · Data & AI Governance · Data Quality · Data Products · Data Foundations · Medallion Architecture · Responsible AI (GDPR, EU AI Act) · AI Governance (Credo AI)

AI & Analytics: Artificial Intelligence (AI) · Machine Learning (ML) · Generative AI (GenAI) · Machine Learning Operations (MLOps) · Advanced Analytics · Business Intelligence (Power BI) · Intelligent Automation / Robotic Process Automation (RPA, UiPath)

Platforms & Systems: Microsoft Azure · Databricks · Informatica · SAP (S/4HANA, APO, BW, PP/MM/DRP) · SAP Ariba · Archlet · Determine · FourKites · Manufacturing Execution Systems (MES) · OT/IT Integration · Prometheus · Verusen · Croptrack

Leadership: Digital Transformation · Global Program & Portfolio Delivery · Product Management · C-Level Stakeholder Management · Change Management & Adoption · BPO & Vendor Management

Industries & Domains: Consumer Packaged Goods (CPG/FMCG) · Manufacturing · Supply Chain Management · Procurement (Source-to-Pay, Requisition-to-Pay) · Agriculture · IT & Consulting Services

EXPERIENCE

Self-employed | 07/2026 – Present · Barcelona, Spain

Independent Data & AI Advisor

- Advise industrial and consumer-goods organisations on Data & AI strategy, target operating models, data governance and the industrialisation of AI use cases from pilot to production.

CIONET Spain | 04/2025 – Present

Industry 4.0 Advisory Board Member

Network of 12,000+ digital and technology leaders across 20+ countries

- Advise on the digital transformation of manufacturing (Industry 4.0), connecting factory-floor operations (OT: machines, sensors, control systems) with enterprise IT, cloud and data platforms through IT/OT integration.
- Represent the industrial and digital leadership community in institutional and high-level public forums, and contribute to cross-industry transformation programmes and collaborative ecosystems across enterprises, startups and public stakeholders.

eWorks — ESADE Accelerator | 10/2025 – Present

AI Startups Advisor

- Advise founders of AI and Data startups on value proposition, scalable product roadmaps, go-to-market and technology strategy.

PepsiCo | 04/2010 – 07/2026 (16 years)

Global Data & AI Products Lead — Manufacturing & Procurement

07/2024 – 07/2026 · Global scope · Barcelona, Spain

- Led global Data & AI product strategy connecting manufacturing, supply chain and procurement, defining the multi-year roadmap, data foundation and portfolio of AI and data products that determine how PepsiCo plans, produces and moves products.
- Founded the Agriculture Data Foundation for Europe — end-to-end digitalisation from seed planning to full potato production — now the data backbone of PepsiCo's Regenerative Agriculture ambition.
- Delivered the global spare-parts data foundation, exposing excess MRO inventory and identifying ~$70MM in working-capital opportunities in Europe alone.
- Industrialised the Data & AI portfolio for manufacturing operations, moving solutions from isolated pilots to governed, scalable production through data preparation, contextualisation and MLOps foundations across factories and the value chain.

- Defined data governance, data quality and Responsible AI guardrails (GDPR, EU AI Act readiness) enabling AI use cases to scale safely across markets.
- Technologies: Microsoft Azure, MLOps, GenAI, OT/IT integration (MES, ERP), medallion architecture, data products, Power BI, Credo AI.

IT Lead — Global Procurement & Europe Agriculture

01/2021 – 07/2024 · Europe, AMESA (Africa, Middle East & South Asia) and Asia Pacific

- Led IT and digital strategy for Global Procurement across three regions, digitising procurement and agricultural operations from field to plant through platforms, business applications and Data & AI solutions.
- Delivered a 30% efficiency gain through intelligent automation (RPA) across global BPO centres, and $8MM in agriculture cost savings in Europe.
- Established the Global Procurement Data Foundation covering PepsiCo's ~$40Bn global procurement spend across 90+ countries, enabling advanced analytics and global reporting on spend, supplier consolidation and consumption.
- Led Requisition-to-Pay (R2P) automation and BPO solutions, platform deployments and data solutions, partnering with senior business and transformation leadership.

IT Business Relationship Manager — Europe Supply Chain

04/2018 – 01/2021 · Europe & Sub-Saharan Africa

- Led business engagement and IT strategy for Supply Chain from field to warehouse — Agriculture, Procurement, Warehousing and Logistics — across PepsiCo's Snacks business in Europe and Sub-Saharan Africa, aligning the IT roadmap and portfolio to supply chain priorities.

IT Business Relationship Manager — Europe Procurement & Legal

01/2017 – 04/2018 · Europe & Sub-Saharan Africa

- Owned IT strategy, investment planning and delivery for the Procurement and Legal applications portfolio serving ~9K users.
- Supported the Europe CPO and Controller across 600+ associates in 30+ locations ($8Bn procurement spend).

Senior PMO Manager — Europe

04/2010 – 12/2016 · Europe & Sub-Saharan Africa

- Owned PMO standards and governance for European IT programmes across business applications, platforms and ERP.

Fujitsu Services | 09/2008 – 03/2010 · EMEA

Senior International Solution Architect

- Solution lead for EMEA IT outsourcing deals, owning design of applications, service desk and IT operations proposals.

HP | 09/2003 – 07/2008 (5 years)

Outsourcing Consultant

05/2007 – 07/2008 · EMEA & Global

- Cross-Functional Services tower lead for global IT outsourcing deals — solution architecture, organisation design and services design — for blue-chip clients in Insurance, Oil & Gas and Telecom: €10–15MM tower scope in €500M–€1.1Bn TCV deals.

IT Program Manager

07/2006 – 05/2007 · Global

- Overall Programme Manager for the global upgrade of Procter & Gamble's Supply Chain and Finance SAP solution to mySAP 2005, across 23 production systems and ~50,000 end users, leading a 200-member multi-region team.

IT Supply Chain Consultant

09/2003 – 06/2006 · Global

- Led global implementations and upgrades of supply chain systems (mySAP, APO, BW), from scope and business case to on-time, on-budget delivery.

Procter & Gamble | 11/1997 – 09/2003 (6 years) · Global

IT Manager

- Owned worldwide design of the SAP Distribution Requirements Planning (DRP) solution; member of the Global Process Committee for P&G planning standards; delivered the Site Integrated Planning Solution (PP/MM/DRP) and APO across EMEA.

EDUCATION

MIT Sloan School of Management — Strategy & Innovation for AI (2024–2025); Digital Business (2021–2024)

UC Berkeley, Haas School of Business — Data Strategy as a Competitive Advantage (2023); Product Management (2022)

HEC Paris — Intrapreneurship & Innovation (2021)

Universidad Iberoamericana, Mexico City — BSc Computer Systems Engineering (1993–1997)

CERTIFICATIONS

MIT Sloan — Developing & Managing a Successful Technology Strategy · MIT Sloan — Accelerating Digital Transformation with Algorithmic Business Thinking · The Foundation Negotiator

SPEAKING & MEDIA

Unwrapped: Digital Industries 2026 — featured in Mobile World Live: "Expert warns AI needs data context to deliver" (09/2026)

World Digital Procurement Summit (3rd Edition) · Advanced Factories Summit 2026 · Procurement Leaders Tech Visionary Collective