



CONTACT

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Barcelona, Catalonia, Spain
Open to travel and relocation across Europe: Spain, Germany, Switzerland, Netherlands, France, United Kingdom

COMPETENCES

- AI & Data Strategy
- Data & AI Governance | Responsible AI (GDPR, EU AI Act)
- Digital Transformation (CPG & Manufacturing)
- Supply Chain Management & Operations
- Procurement Digitization
- Global Program & Portfolio Delivery
- C-Level Stakeholder Management
- Change Management & Adoption

TECHNOLOGY & PLATFORMS

- AI, Machine Learning & GenAI
- Data Platforms: Azure · Databricks · Informatica
- Intelligent Automation (RPA/UiPath)
- Analytics & Business Intelligence · Power BI
- SAP (S/4HANA, APO, BW, PP/MM/DRP) · Ariba · Archlet · Determine · FourKites
- MES · Prometheus · Verusen · Croptrack
- Credo AI (AI Governance)

EDUCATION

Universidad Iberoamericana, Mexico City
BSc Computer Systems Engineering · 1993–1997
MIT Sloan School of Management
Strategy & Innovation for AI · 2024–2025
MIT Sloan School of Management
Digital Business · 2021–2024
UC Berkeley, Haas School of Business
Data Strategy as a Competitive Advantage · 2023
UC Berkeley, Haas School of Business
Product Management · 2022
HEC Paris

MARIO MORALES CASTILLO

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

PROFILE

IT, Data & AI leader with 28+ years delivering enterprise IT, AI and data strategies end to end — from vision and roadmap through implementation, adoption and value realization — 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 — an \$8Bn spend organisation with 600+ associates across 30+ countries in Europe, AMESA and Asia Pacific — and, in parallel, for Europe Agriculture.

In procurement: owned the digitalisation of the source-to-pay landscape, delivering a 30% efficiency gain through intelligent automation across global BPO centres, running a procurement applications portfolio serving ~9M users, and building the data foundations for advanced analytics and agentic AI that enabled the CPO's Digital Procurement vision.

In agriculture and manufacturing: founded the Agriculture Data Foundation for Europe — seed planning to full potato production — now the data backbone of PepsiCo's Generative Agriculture ambition, and delivered \$8MM in agriculture cost savings in Europe. Earlier, led the global SAP upgrade for Procter & Gamble across 23 production systems and ~50,000 users.

Computer Systems Engineering background combined with executive education at MIT Sloan and UC Berkeley Haas. Trusted advisor to C-level stakeholders, with governance, data quality and Responsible AI (GDPR, EU AI Act) built in.

PROFESSIONAL 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

04/2025 – Present · 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 Generative Agriculture ambition.
- 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.

CERTIFICATIONS

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

SPEAKING

- World Digital Procurement Summit (3rd Edition)
- Advanced Factories Summit 2026
- Tech Visionary collective, Procurement Leaders

INDUSTRIES

- Consumer Packaged Goods (CPG/FMCG)
- Manufacturing
- Agriculture
- IT & Consulting Services

LANGUAGES

- Spanish — Native (C2)
- English — Fluent (C2)

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.
- Built the foundation for advanced analytics and agentic AI operations across Global Procurement, enabling the CPO's vision of Digital Procurement and Generative Agriculture.
- 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.
- Aligned the IT roadmap with supply chain priorities and managed demand and delivery of the project portfolio under PepsiCo's controls model.

IT Business Relationship Manager — Europe Procurement & Legal

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

- Owned IT strategy and delivery for the Procurement and Legal applications portfolio serving ~9M users, including investment planning, demand management and project portfolio delivery under PepsiCo's controls model.
- Supported the Europe Chief Procurement Officer and Controller across 600+ associates in 30+ locations, within an \$8Bn procurement spend environment.

Senior PMO Manager — Europe

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

- Owned PMO standards and governance for European IT and technology programmes, safeguarding deliverable quality, execution discipline and management oversight across the portfolio.
- Delivered technology projects spanning business applications, platforms and ERP.

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

Senior International Solution Architect

- Solution lead for EMEA IT outsourcing deals, owning end-to-end design of applications, service desk and IT operations proposals against customers' strategic outsourcing objectives.

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 across Insurance, Oil & Gas and Telecom, with estimated total contract value of €500M–€1.1Bn.

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), defining scope and business benefits, aligning across organisations and delivering on budget and on time.

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

IT Manager

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