Contact

www.linkedin.com/in/roberhergueta (LinkedIn)

es.nttdata.com/ (Company)

Top Skills

Business Strategy

Management Consulting

Marketing

Languages

Spanish (Native or Bilingual)

Inglés (Full Professional)

Certifications

Bentley Accredited Developer: iTwin Platform - Associate

Cryptocurrency

Bentley iTwin Learning: Intro to iTwin APIs

Bentley iTwin Learning: Property Validation API

Bentley iTwin Learning: Synchronization API

Publications

Blockchain: The decentralized model towards the new digital economy.

Interview with digital media El Confidencial - Spain needs a national strategy in the digital economy.

Interview with digital media El Confidencial related to the state of the art of Blockchain.

Co - author the Blockchain book, The industrial revolution of internet.

¿Filosofía 2.0 en mi empresa? ¿Y para mis clientes?

Roberto Fernández Hergueta

Digital Ecosystems | City Science Technology | Industry 4.0 | Digital Twins | Edge | IoT | Blockchain | Dataholic | Mathematician
Madrid y alrededores

Summary

Mathematician. Advisor in the field of transformation and digital strategy in terms of innovation, digital ecosystems, process digitalization, and generation of new business models based on exponential technologies and digital architectures.

Hybrid profile (Business & Technology)

A senior executive with more than 20 years of experience, in areas of marketing, business development, innovation, and digital transformation in international companies and public administrations.

After years of leadership experience in several countries, I am more passionate than ever about change and innovation to build a more sustainable and inclusive world. I believe the new hybrid model of economics where technology will play the driving and transformative role that will empower people's talent and the decision-making model of organizations towards more intelligent and reliable ecosystems.

Making things happen.

My main areas of expertise are strategic planning, business transformation, innovation, IT strategy, and emerging technologies.

Lecturer throughout the world in several languages about how to face the technological and economic challenges with competitive advantages in business. It deals with topics such as the Digital Revolution, Industry 4.0, Digital Ecosystems, Blockchain, and Artificial Intelligence.

Used to work in highly demanding environments. Flexible and highly self-motivated with an in-depth digital background. High level of

strong analytical skills and strategic thinking. Leader of international cross-functional teams.

Positive attitude, results-oriented, delivery-focused, and with a strong spirit for constant self-improvement and an ability to communicate ideas, create solutions and lead meaningful change.

Ability to work in a fast-paced, agile, and constant flux environment with the capability of leading innovation, disruption, and cross-functional facilitation; highly adaptable and able to keep pace with new technologies, new business imperatives, and changing dynamics.

Proven experience with pioneering new capabilities and entrepreneurial thinking; experience with a start-up like culture; ability to connect the dots, identify opportunities, structure complex ideas, and communicate them with clarity.

Outstanding verbal and written communication, collaboration, presentation, and negotiation skills to lead an environment driven by customer service and teamwork; ability to foster the development of high-performance teams; capable of building strong professional relationships with the ability to influence all levels across the organization.

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Experience

NTT DATA Europe & Latam
5 years 5 months

Head of Advanced Solutions & Digital Ecosystems
June 2023 - Present (1 year 3 months)
Spain

Digital Twins | Human Adaptative City | City Science Technology | Edge Computing | IoT | Web3 | Digital Identity | Technology for operations | Sustainable Infrastructure

Executive Director
April 2022 - Present (2 years 5 months)
Community of Madrid, Spain

Digital Architecture Director for the Spanish Public Sector Market
May 2020 - May 2023 (3 years 1 month)
Madrid, Community of Madrid, Spain

Digital Architecture is a specialized unit at NTT Data whose mission is to provide the technological strategy and the IT platforms required to allow both for Digitalization and Digital Transformation.
Digital Architecture is structured in 4 areas:
- Strategy Architecture defines the IT strategy and the platforms required to provide the digital capabilities and the roadmap which fulfill the business needs.
- Application Architecture guides application design, influencing the solutions in terms of performance, scalability, resiliency, usability, and interoperability.
- Integration Architecture defines and implements the integration platform needed in a hybrid context of multiple and various information sources available in heterogeneous forms.
- Hybrid Cloud & DevOps defines and implements the foundations of Cloud and DevOps platforms, helping companies to migrate and implement them.

Head of Digital Ecosystems & Emerging Business
April 2019 - May 2023 (4 years 2 months)
Madrid, Community of Madrid, Spain

Leading a new business development concept focused on new ways of collaboration through digital ecosystems. Defining the convergence of the different emerging technologies.

To meet growing customer expectations, companies are expanding their range of products and services like never before. They are also partnering with other companies, including competitors, to create complementary networks of offerings and services. The resulting ecosystems of business will define the new global digital economy.

- Steer strategic discussions with analysts, partners and alliances to identify and analyze emerging technologies, trends, and opportunities for their potential to disrupt existing capabilities, digital and transformation strategies; stay in constant touch with market signals to be the touchpoint to explore and understand the type and extent of the opportunity.

- Equip internal stakeholders with relevant strategies to adopt, address and/or exploit the corresponding opportunities, with appropriate business justifications.

- Lead problem definition and solving, including developing hypotheses, due diligence to support hypotheses, gather and extract implications from data and generate sound recommendations.

- Identify new growth opportunities including conducting competitive analysis to validate the size of opportunities, validation of innovation ideas; conducting qualitative and quantitative research and analysis that generates meaningful insights.

- Plan, promote and facilitate generation, assimilation, prioritization, and implementation of grass-root innovation across technical team such as hackathons and innovation forums, to promote innovation across the board.

- Collaborate with product teams through ideation/incubation/prioritization process; create and deliver internal and external presentations as well as conduct workshops.

NTT DATA
9 years 8 months

International Speaker
January 2015 - Present (9 years 8 months)

Lecturer throughout the world in several languages about how to face the technological and economic challenges with competitive advantages in business. It deals with topics such as the Digital Revolution, Industry 4.0, Digital Ecosystems, Blockchain, Artificial Intelligence, Digital Twins, Edge and IoT.

IDC Lisbon 2015
Digital Enterprise Show - Madrid 2016, 2017
ALICE - Brussels 2017, 2018
NTT Data Tech Conference Tokyo 2017
Mobile World Congress Barcelona 2017, 2018, 2024
World Health Summit Lisbon 2018
NTT Data Blockchain Summit Pune 2018, Beijing 2019
FOROMIC Barranquilla 2018, Punta Cana 2019
Web Summit Lisbon 2019
Convergence Malaga 2019
Cordacon London 2019
C1b3rWall Academy Spain 2020
European Blockchain Convention Barcelona 2020

Hyperledger Global Forum Phoenix (Arizona) 2020

Saintgits College of Engineering (India) 2020

International Conference on Cyber Security and Ethical Hacking in Blockchain Technology at SCMS School of Technology and Management, Cochin, Kerala (India) 2021

Blockchain in Business Conference "Structuring the new business environment" (Greece) 2021

Red Hat Summit Connect Madrid 2022

IoT World Congress Barcelona 2023

Smart City Expo World Congress Barcelona 2023

TechEx North America 2024, Silicon Valley

Global Head of Blockchain
January 2015 - June 2023 (8 years 6 months)
Madrid, Community of Madrid, Spain

Leading our Global Blockchain Practice.

- Defining the company's strategy around Blockchain.
- Creating a value proposition for our clients.
- Research & Development.
- Partners & Consortia.
- Assets & Technological accelerators/enablers

Our Global Blockchain Practice lead Blockchain projects all around the world, working with different industries like Finance, Healthcare, Retail, Insurance, Transport & Logistics, Utilities & Energy, Oil & Gas, Public Sector, …

Furthermore, leading a new business development concept focused on the new ways of collaboration through digital ecosystems.

Defining the convergence of the different emerging technologies in order to provide our clients and e2e approach based on real business problems.

CUNEF
Digital Economy Professor
September 2021 - Present (3 years)
Madrid, Community of Madrid, Spain

Classes of new decentralized models in the new digital economy.

LACChain Ecosystem
LACChain Ambassador

March 2019 - Present (5 years 6 months)

Global Alliance for Blockchain in Latin America and the Caribbean countries.

ICEMD - Instituto Innovación by ESIC
Professor
July 2017 - Present (7 years 2 months)

Professor of the Blockchain Specialized Course, classes focused on the Public Sector

OBS Business School
Professor
January 2020 - Present (4 years 8 months)

Proffesor of Digital Identity at Master's Degree in Blockchain & its Business Applications. For more information on the Master's Degree in Blockchain & its Business Applications and the enrolment process please visit: https://obsbusiness.school/int/maestria-en-blockchain-y-aplicaciones-empresariales

Three Points The School for Digital Business
Professor of Digital Identity at the Master's Degree in Blockchain & its Business Applications
January 2020 - Present (4 years 8 months)

For more information on the Master's Degree in Blockchain & its Business Applications and the enrolment process please visit: https://www.threepoints.com/es/master-blockchain-y-sus-aplicaciones-empresariales

Universidad Politécnica de Madrid
Contemporary Marketing Professor in Master in Business Management and Consultancy AEC
January 2012 - Present (12 years 8 months)

Digital Marketing Professor. Areas of research include digital marketing, viral marketing, B2C e-commerce trends and digital innovation.

The Master in Business Management and Consultancy is a programme targeting degree holders and professionals, irrespective of the sector in which they work, who are interested in gaining a more global and strategic view of corporations, best practices and success factors in the international business environment in which they operate.

The aim of this master's degree is to equip professionals interested in the field of consultancy with solid training and the requisite competences in business knowledge areas ranging from strategy, finances, human resources, operations, marketing, supply chain, project management and application and information technologies.

The content of this master's degree has been split into two divisions. One focuses on the development of management skills, that is, targets the personal development of professionals, and the other addresses the development of comnpany-focused business management skills.

The British Blockchain Association
Member, The British Blockchain Association
February 2019 - May 2021 (2 years 4 months)

Member, The British Blockchain Association

Alastria Blockchain Ecosystem
Board Member
October 2017 - May 2021 (3 years 8 months)
Madrid Area, Spain

Board Member of Alastria Consortium.
Alastria is the Spanish multisectoral Blockchain Consortium. Alastria has more than 500 members. The Alastria network will provide a shared platform on which the various participants, and in particular large companies, will be able to create digital representations of the assets with which they work in their usual economic activity, also known as "tokens". With these "tokens" it is possible to develop new products and innovative cutting services, in addition to being able to develop current processes faster, safer and more efficiently. In this way, the network accelerates the digital transformation of current processes and enables a new paradigm of collaborative and multisectoral innovation in a very efficient way.

In Alastria, I'm in charge of the Public Sector working group where we help public institutions to have a better understanding of this emerging technology and to identify POCs and digital ecosystems in order to adopt new ways to rethink current business processes. Furthermore, we collaborate with the Public Sector in order to define public policies in order to boost this emerging technology.
This allows members to offer and receive services with legal effectiveness in the Spanish level and according to European regulation.

European Digital Society
City Ambassador - Madrid
March 2020 - April 2021 (1 year 2 months)
Madrid, Community of Madrid, Spain

Think-and-Do Tank promoting an ethical and inclusive citizen-centered European digital ecosystem.

As Madrid City Ambassador, my mission is to represent the European Digital Society initiative in Madrid through the leadership and coordination of the local working group, promoting the initiative and establishing collaborations with professionals, local educational centers, private companies and public institutions.

Our main activities are the following ones:

- Defining a new digital roadmap for Madrid in order to compete in the new digital economy.
- Providing the policymakers and decision-makers with the necessary experience and information so that they can proceed with knowledge of the risks and opportunities of each legislative action, always promoting ethical and inclusive values for a citizen-centered digital ecosystem.
- We also support initiatives that promote a more accessible, flexible, and modular education, thus responding to the growing needs of the more dynamics new generations and to a labor market with an increasing demand for more diverse and specific profiles.

Furthermore, I'm leading our European Digital Society Observatory (EDS Observatory)

The existing challenges in public sector entities, within the current framework of transformation and adaptation to the new global digital economy, require the incorporation of new perspectives. In order to respond to this new hyper-connected environment, it is essential to build a multidisciplinary ecosystem formed by the different actors in the value chain by establishing mechanisms of "coopetition" and the culture of innovation and digital exploration, as well as guaranteeing economic and environmental sustainability. We value curiosity, understanding of people's needs and openness perspectives.

Universidad de Alcalá
Professor

September 2018 - December 2020 (2 years 4 months)

Madrid Area, Spain

Professor of the Industry 4.0 Master. Classes focused on use cases related to Blockchain in Industry 4.0

ISDI

Digital Ecosystems Professor

January 2020 - November 2020 (11 months)

Madrid Area, Spain

Exponential technologies for Digital Ecosystems. Economical, business, legal and technological perspectives in order to build an ecosystem. Key concepts such as Digital Business Platform, API economy, Cloud, Hybrid Integration, Pervasive Integration, etc.

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14 years 1 month

Digital Director

July 2011 - December 2014 (3 years 6 months)

We work with CxOs to transform their vision, culture and business towards the 21st century needs.

Challenging the status quo through Business Discovery. Rethinking and reshaping business through advanced technologies (Blockchain, Robotics, IoT, Digital, ...)

We believe the key to success is not just technology - it's business processes, culture change, and understanding the customer.

We believe that success starts and ends with the customer, not a proof-of-concept in a sandbox.

Markets lead the way to adoption. You have to understand the market AND the technology to win.

Strategy comes first.

Start learning, start making mistakes, and start changing your culture to embrace the new reality of the digital world.

- Lead upfront strategic discussion to identify digital transformation opportunities across business units and functions.

- Institutionalize a digital methodology to realize the transformation opportunities, such as Product Lifecycle Management.

- Oversee multiple cross-functional digital consulting projects

- Lead problem definition and solving, including developing hypotheses, due diligence to support hypotheses, gather and extract implications from data, and generate sound recommendations.

- Identify new product growth opportunities, including conducting competitive analysis to validate the size of opportunities, validation of innovation ideas; conducting qualitative and quantitative research and analysis that generates meaningful insights.

- Create and promote product vision, incubation, roadmaps and full realization, including optimizing the product roadmap, as well as product portfolio.

- Create and deliver client presentations.

- Lead cross-functional teams to deliver recommendations & solutions, on time and on budget.

Telecom Director
September 2009 - July 2011 (1 year 11 months)
Madrid y alrededores, España

Leading and managing strategic projects.

Telecom Manager
September 2006 - August 2009 (3 years)
Madrid y alrededores, España

Leading and managing strategic projects and initiatives related with self-care channels, ecommerce and CRM.

Senior Consultant
September 2003 - August 2006 (3 years)
Madrid Area, Spain

Consultant
December 2000 - August 2003 (2 years 9 months)

Imperial College London
MSc Strategic Connected Banking Project Coordinator
May 2014 - August 2014 (4 months)

Coordinator of MSc Strategic Marketing final project: Connected Banking: the new role of banks in the IoT at Imperial London College Business School

Imperial College London
MSc Strategic Social Loyalty Project Coordinator
May 2013 - July 2013 (3 months)
London, Reino Unido

Coordinator of MSc Strategic Marketing final project: Social Loyalty at Imperial London College Business School

SEMA Group
Programador
September 2000 - December 2000 (4 months)

Education

Udacity
Cloud for Executives - Business, Information Technology · (October 2022 - October 2022)

Massachusetts Institute of Technology
Cryptocurrency, New Business Models - Innovation · (February 2022 - April 2022)

Licenciado, Matemáticas. Estadística e Investigación Operativa · (1994 - 2000)