

Antonio Rodríguez Moral

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Summary

Seasoned executive with a strong track record at the intersection of business management, strategy, and technology, developed through an extensive international career spanning management consulting, high-tech and telecommunications sectors, working for and with start-ups, large multinational companies and Fortune 500 corporations. Proven ability of combining strategic vision with hands-on execution capabilities, as a member of executive leadership teams and leading cross-functional teams across multiple geographies and cultures to deliver transformative business outcomes. Led 50+ consulting projects that required to bridge business and technical teams with C-suite leadership, chart and navigate uncertainty and ambiguity in rapidly evolving markets, translate complex technological innovations into actionable business strategies and new products and services, and drive organizational change in diverse corporate environments.

Founded and directed, over 8 years, a boutique consulting firm (MachiMind LLC) specialized in AI transformation, providing advisory services across AI strategy, AI solution design, AI automation and AI product management. Successfully advised diverse clients -SMBs, high-growth start-ups and executives in large corporations- through end-to-end AI adoption, from initial feasibility assessments and ROI modeling to pilot design: identified high-impact AI opportunities, designed AI transformation roadmaps and AI solutions that drove measurable business outcomes. Led 20+ projects for AI-enabled optimization of operational costs, and for revenue growth through new AI-enabled products/services, customer experiences enhanced by AI, and data-driven decision-making capabilities.

10 years of experience as director in global consulting firms (Altran, Atos, Arthur D. Little). Successfully built and scaled up a profitable consulting business on 3 separate occasions, effectively competing against Big Four firms through P&L ownership, go-to-market strategy development, service portfolio design, brand management, sales leadership and C-suite client relationships. Recruited, managed and coached high-performance teams that delivered 50+ high-impact consulting projects on strategy, operations & innovation, helping clients in several industries (automotive, energy, financial services, manufacturing, telco, media, public sector) in Spain and other countries achieve ambitious growth and transformation goals.

12 years of international R&D and Product Management experience in high-tech and telecommunications, in both global corporations (AT&T, Lucent Technologies) and fast-paced start-ups (Photuris, Corvis), in the US and Europe. Spent 8 years in the R&D staff at Bell Labs, one of the world's premier innovation centers, working at the cutting edge of technological advancement and contributing to breakthrough research that shaped industry standards. Successfully led teams of up to 20 engineers, chartered with end-to-end product management for next-generation Internet software platforms and advanced optical networks, from early-stage concept development and technical feasibility through market positioning and commercialization. Demonstrated expertise in translating complex technical architectures into compelling product roadmaps, collaborating with engineering teams to balance innovation with time-to-market pressures, and working closely with sales and business development teams to secure major customer contracts and deployments. Published 25+ papers in leading journals and industry conferences. Granted 6 patents by the United States Patent and Trademark Office (USPTO).

Professional Experience (see details at <https://arodmor.me/experience>)

MachiMind LLC <i>Founder & Managing Director</i>	2016 - 2025 <i>San Francisco Bay Area, CA, USA</i>
Altran Consulting <i>Managing Director, Business Consulting</i>	2011 - 2014 <i>Madrid, Spain</i>
Atos Consulting <i>Senior Director, Business Consulting</i>	2007 - 2010 <i>Madrid, Spain</i>
Arthur D. Little <i>Technology & Innovation Management Practice Leader</i>	2004 - 2007 <i>Madrid, Spain</i>
Corvis <i>Director, Business Development Iberia</i>	2002 - 2004 <i>Madrid, Spain (HQ in USA)</i>
Photuris <i>Chief Architect & Member of Founding Team</i>	2000 - 2002 <i>Piscataway, NJ & Mountain View, CA, USA</i>
Bell Labs (AT&T, Lucent Technologies) <i>Senior Member of Technical Staff (R&D)</i>	1992-2000 <i>Spain; UK; The Netherlands; Holmdel, NJ, USA</i>

Professional Expertise & Skills

Business expertise

1. AI strategy; AI product management; Economics of AI; AI transformation; AI automation; Digital transformation
2. Business & corporate strategy; Business model analysis; Business model innovation; Product management; Innovation management; Market & competitive analysis; Internationalization strategy
3. Business development; Growth hacking; C-suite relationship building; Strategic selling; High-performance team building, coaching & mentoring

Technology expertise

1. **AI & ML:** Predictive AI; Generative AI; Agentic AI; Large Language Models; Machine Learning; Advanced analytics
2. **Cloud & Software:** Cloud services & platforms (AWS, Azure, GCP); SaaS/PaaS architectures; Modern software development practices
3. **Telecommunications & Networking:** Telco, mobile and Internet software, services & networks; Optical networking technologies, systems & standards; Internet protocols, technologies, systems & standards

Industry expertise

1. **Telecommunications, Media & Technology (TMT):** Service provider operations; Network infrastructure; Digital media; Technology platforms
2. **Technology Services:** Cloud services (SaaS, PaaS); Enterprise Software; AI/ML services; Engineering services
3. **Cross-Industry Experience:** also Financial Services; Energy/Utilities; Manufacturing; Retail; Education; Public Sector

International experience

Global mindset developed through an extensive international career spanning 23 countries across 5 continents. Lived in 4 countries: Spain, USA (15 years), UK and The Netherlands. Client and project experience across Europe (Spain, Belgium, Finland, France, Germany, Italy, Ireland, Netherlands, Portugal, Sweden, Switzerland, UK), Americas (USA, Canada, Argentina, Brazil), Middle East (Egypt, UAE/Dubai, Qatar), and Asia-Pacific (China, Japan, Singapore, Taiwan, Vietnam).

Education (see details at <https://arodmor.me/education>)

University Degrees

1. **PhD in Economics.** UNED, Spain. 2024. *Summa Cum Laude ("Sobresaliente Cum Laude")*. Nominated for Extraordinary Doctorate Award ("*Premio Extraordinario de Doctorado*").
2. **B.S. in Economics.** UNED, Spain. 2014. *Class Rank: 2 of 117. Graduation Project ("TFG"): Honors Qualification.*
3. **M.S. in Information & Knowledge Society** (Interdisciplinary). Universitat Oberta Catalunya (UOC), Spain. 2007.
4. **B.S. & M.S. in Electrical Engineering (Telecom. Engineering).** Universidad Politécnica Madrid (UPM), Spain. 1992.

Executive Education

1. **Certified Sales Professional.** Miller Heiman Group (now Korn Ferry). Milton Keynes, UK. 2013.
2. **Executive education program in High Impact Strategy & Leadership.** Columbia Business School, USA. 2009.
3. **Executive education programs in Business Management.** IE Business School, Spain. 2007-2008.
4. **Post-graduate program in Business Management.** Columbia Business School,, US. 2000.

Online Certifications & Courses

Completed 5 specializations -with 20+ courses- on AI, Large Language Models & Machine Learning, from top US Universities.

1. AI for Business Specialization (4 courses). University of Pennsylvania (Wharton School of Business)
2. AI Product Management Specialization (3 courses). Duke University
3. Large Language Models Operations (LLMOps) Specialization (6 courses). Duke University
4. Machine Learning Specialization (4 courses). University of Washington
5. Deep Learning Specialization (5 courses). Stanford University

Completed 15+ additional courses on AI, Agentic AI, Organizational Design, Game Theory, Innovation Management, etc.

Patents & Publications (see details at <https://arodmor.me/patents-and-publications>)

- Granted 6 patents in optical networking and telecommunications by the US Patent Office.
- Co-author of a book on Global Information Networks, 15+ peer-reviewed journal papers in premier research journals (including IEEE Communications Magazine, Games and Economic Behavior, Bell Labs Technical Journal), 10+ industry conference papers and 15+ invited keynote talks at international forums.
- Contributor to ITU-T Telecommunications and IETF Internet standards.