

JOSE ZENTENO

Data & AI Leader

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PROFESSIONAL SUMMARY

Forward-thinking **Data & AI Leader** with over **13 years** of experience spearheading multi-million dollar data product strategies and high-stakes cloud transformations across Fortune 500 environments. Trusted advisor to executive leadership, driving organizational agility by architecting self-service, cloud-native frameworks and automating secure pipeline orchestration. Highly skilled in mobilizing cross-functional data science and engineering divisions, transitioning legacy data footprints into high-velocity, real-time pipelines ready for enterprise **Agentic AI**. Combines enterprise leadership with a passion for talent development as an **Adjunct Professor** at Bucknell and Marquette University, actively training and preparing a future-ready technical workforce.

CORE COMPETENCIES & EXECUTIVE VALUE

EXECUTIVE ADVISORY & PRACTICE LEADERSHIP	TECHNICAL DIRECTION & AI ARCHITECTURE	PRODUCT DELIVERY & BUSINESS OUTCOMES
<ul style="list-style-type: none"> Multi-Cloud Program Governance Change Management Strategic Risk Mitigation & AI Governance Strategic Roadmapping & Budget Management 	<ul style="list-style-type: none"> Multi-Agent Systems & Google ADK Apache Beam Real-Time Streaming Declarative Batch Ingestion Orchestration Retrieval-Augmented Generation (RAG) systems 	<ul style="list-style-type: none"> Cloud FinOps & Value Realization C-Suite Executive Decision Briefings Continuous Integration (GitHub Actions) AI-Assisted Software Engineering (SDLC)

PROFESSIONAL EXPERIENCE

FEDERAL EXPRESS (GCP & Azure Portfolio) May 2023 – Present

Manager of Data and AI – Last Mile Delivery Operations

Leading the strategic technical implementation of the Last Mile and Customer Experience Data and AI Practice, managing full P&L, and spearheading cross-functional engineering practices to deliver 21 enterprise cloud data products and **\$100M+** in value.

EXECUTIVE ADVISORY & CLOUD DEMOCRATIZATION

- Macro-Infrastructure Transformation:** Acted as lead technical advisor to the SVP of Data & AI, authoring strategic briefs that influenced executive alignment to drive a corporate migration to **GCP**, and establishing a real-time data foundation to stream over **2 billion records per day**.
- Framework Democratization:** Pioneered the democratization of streaming and batch ingestion frameworks across the Data Foundation to accelerate cloud migrations; enabled distributed teams to securely deploy AI-ready pipelines via declarative **YAML/SQL configurations**, reducing engineering overhead by **90%**.

TECHNICAL DIRECTION & AI ARCHITECTURE

- Autonomous FinOps Platform (BQ Cost Agent):** Designed an AI-powered **Multi-Agent System (MAS)** using Gemini APIs and Google's Agent Development Kit (ADK). The platform autonomously parses BigQuery Information Schema logs and jobs to detect query inefficiencies, leveraging LLMs to generate context-aware SQL recommendations and capturing **\$1M+ in annual cloud cost reductions**.
- Real-Time Data Streaming Foundation:** Engineered a real-time streaming data platform using the Apache Beam Python SDK to ingest P&D events. Implemented Pub/Sub as an asynchronous surge shock absorber, stateful Dataflow workers for real-time deduplication, and a sub-millisecond Bigtable lookup layer to deliver denormalized BigQuery wide tables for immediate AI consumption on a **\$25/day** execution cost.
- AI-Driven Compliance Automation:** Architected an event-driven, high-throughput machine learning pipeline using Pub/Sub, Dataflow, and Cloud Run to automate PPOD audits. Programmatically evaluated **6 million delivery photos** and executed **1 million optimized Gemini API calls daily**, yielding **\$1.3M in annual run-rate savings** and decreasing delivery disputes by **12%**.

CRISIS FORENSICS & POST-INCIDENT ARCHITECTURE

- Global Revenue Protection:** Discovered a critical system hardware flaw and quantified its downstream impact by mapping corrupted telemetry data to machine learning models and APIs. Synthesized these findings for technical leadership, driving the buy-in needed to execute a network-wide hot-fix that safeguarded **\$30M** in recurring revenue across elite retail accounts (Walmart, Best Buy, Chewy).

FEDERAL EXPRESS May 2021 – May 2023

Sr. Data Scientist

- Enterprise Alerting & Resource Optimization:** Engineered a proactive anomaly detection platform to identify and mitigate package fraud. Designed data pipelines triggering targeted field actions, successfully averting an estimated **\$100M in annual revenue losses** and saving **375,000 operational hours (187 FTEs)**.
- P&D Analytics & Data Warehousing:** Managed the Pick-up & Delivery data science program team, delivering 8 enterprise data products in FY2023. Co-architected a self-service P&D data warehouse scaling to over **18 billion records**, empowering 100+ product features that enhanced driver visibility and brand equity.
- Cross-Functional Risk Mitigation:** Mined big data telemetry to isolate a critical scanner software anomaly responsible for **\$3M in annual contractor overpayments**. Partnered with IT, Finance, and Legal divisions to drive the remediation strategy, permanently closing the process gap and reclaiming **\$3M in annual savings**.

NESTLÉ USA May 2020 – May 2021

Sr. Data Scientist

- Enterprise Platform Construction:** Led external consulting teams and internal data engineers in architecting Nestlé's end-to-end enterprise insights data warehouse utilizing Databricks and Power BI.
- Strategic Analytics Adoption:** Collaborated with executive sponsors across Supply Chain, Sales, and HR to deploy and scale data-driven behavioral datasets, optimizing multi-department operational efficiency.

FEDERAL EXPRESS Sept 2018 – May 2020

Data Scientist

- Cloud Democratization & Data Ingestion:** Engineered an automated, self-service data ingestion framework capable of ingesting data from core FedEx servers. Facilitated cloud adoption workshops that accelerated cross-OpCo product development and upskilled engineering teams.
- Legacy Modernization & Real-Time BI:** Directed on-premise to cloud data migrations and optimized data warehouse architectures using a custom cross-cloud (GCP/Azure) integration framework. By seamlessly unifying disparate multi-server sources, revolutionized enterprise analytics—replacing legacy daily SAS and Business Objects reports with dynamic, near real-time dashboards.

NORTHWESTERN MUTUAL May 2016 – Sept 2018

Analytics and Research Consultant

- Data-Driven Budget Optimization:** Served as lead advisor to optimize a multi-million dollar financial training budget; designed and deployed Tableau and Power BI analytical tools to guide executive change management.

FISCAL AND ECONOMIC RESEARCH CENTER March 2013 – May 2016

Research Analyst

- Strategic Econometric Modeling:** Authored advanced multivariate regression models regarding rural broadband deployment; findings guided state funding allocations and were cited by *The Wall Street Journal*.

ACADEMIC LEADERSHIP & TALENT DEVELOPMENT

BUCKNELL UNIVERSITY Jan 2025 – Present

Adjunct Professor – Data Analytics: SQL, Cloud & AI

- Advanced Technical Curriculum Design:** Architecting a modern syllabus that integrated foundational relational databases with Google BigQuery cloud data warehousing and Generative AI (Gemini) pipelines.
- Enterprise-to-Classroom Integration:** Partnered with Google to embed the Google Cloud Data Analytics Professional Certificate into the curriculum. Leveraged FedEx executive experience to translate real-world analytics and AI use cases into hands-on labs, which students praised as being "highly relevant to the workforce today".
- Student Engagement & Assessment:** Secured an outstanding **93.3% survey response rate**, with **92.8% of students** rating the instruction as highly effective and confirming the course significantly developed their ability to link cloud architecture and Gen AI to solve complex analytical problems.

MARQUETTE UNIVERSITY Jan 2020 – Present

Adjunct Professor – Python Programming

- Agentic AI & Hands-On Focus:** Engineered and delivered specialized graduate-level curriculum covering automated python programming, machine learning, and hands-on Agentic AI implementations.
- Spring 2026 Evaluation:** Achieved an 84.6% student response rate. Highly praised in written reviews for exceptional organization, the inclusion of practical business-oriented projects, and presenting complex AI and data structures in a highly comprehensible, digestible format.

NUCAMP BOOTCAMP Jan 2020 – Dec 2023

Lead Computer Science & Analytics Instructor

- Professional Technical Upskilling:** Personally trained and upskilled 200+ technology and corporate professionals in Python backend programming, automated data pipelines, and SQL programming. Maintained an elite, verified instructor rating of **4.8 / 5.0**.

EDUCATION

Marquette University
Master of Science, Applied Economics (GPA: 3.5 / 4.0)

University of Wisconsin - Whitewater
Bachelor of Business Administration, Economics
Magna Cum Laude (GPA: 3.86 / 4.0)

FEDEX AWARDS & RECOGNITION

Executive Bravo Zulu Award (FY 2026): Awarded for leading post-incident forensics on a scanner telemetry logic flaw, successfully safeguarding **\$30M in digital revenue**.

Global Security Culture Champion (FY 2024): Selected as the sole global recipient for engineering network-wide threat mitigation frameworks, recognized for systematically reducing infrastructure risk exposure via the proactive alerting platform.

Two Purple Promise Quality Awards (FY 2024): Honored twice for exceptional business impact, specifically driving the ML-powered PPOD audits and the **\$100M fraud prevention system**.

Five Star Award (FY 2023): Earned FedEx's highest corporate honor for technical innovation by identifying a vulnerability and eliminating **\$3M in annual contractor overpayments**.

