Jorge Gutierrez Haaz

Business Strategy & Growth | Innovation | AI Transformation

Connecting business strategy and growth with innovation, AI and enterprise transformation. More than 25 years across consulting and enterprise environments, helping leaders clarify challenges, align perspectives and turn strategic decisions into action.

Focus: Executive facilitation, opportunity discovery, strategic roadmapping, stakeholder alignment, analytics and decision science.

Selected professional experience

KPMG | May 2021 – Sep 2026

Insights Center Director | KPMG Ignition Mexico
Led executive client sessions for Mexico and Central America, connecting business challenges with strategic priorities, stakeholder alignment and actionable roadmaps.

Buzzword (CSI) | Aug 2019 – May 2021

Consulting Director | Innovation
Led innovation and digital transformation initiatives, shaping digital product, service and AI use cases across financial services and other industries.

IBM | Oct 2018 – Jul 2019

Strategy & Cognitive Consulting | Artificial Intelligence & Data Science
Translated business problems into AI use cases and solution concepts; helped design and implement an AI-enabled banking collections solution.

Cognitiva — IBM Watson Strategic Partner | Apr 2016 – Oct 2018

Cognitive Consulting / Solution Architect | Artificial Intelligence
Connected cognitive technologies with business opportunities through presales, solution design and guidance to the IBM Watson partner ecosystem.

IBM | Jul 2013 – Jan 2016

Advanced Analytics Delivery Manager | GBS Business Analytics
Led advanced analytics initiatives and supported banking transformation through business value definition, customer analytics and Test & Learn.

CitiBanamex | Aug 2009 – Jun 2013

Advanced Analytics Manager | Predictive Modeling & Decision Science
Led customer analytics and decision management initiatives supporting acquisition, retention, engagement and profitability.

Teradata | Apr 2005 – Jul 2009

Data Mining Professional Services Consultant
Designed and delivered predictive analytics and enterprise data warehouse initiatives, with presales support across several industries.

Foundation: Engineering Physics, Universidad Iberoamericana. Earlier experience includes scientific analytics and independent data consulting.

Explore and connect: gutierrezhaaz.com | LinkedIn | GitHub
Executive opportunities: next@gutierrezhaaz.com