

ANTONIO JOSÉ ZÁRATE LOZANO

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SUMMARY

Key Account Manager and RGM (Revenue Growth Management) professional with a hybrid Solutions Architect / Forward Deployed Engineer profile: I combine advanced technical analysis (Python, SQL, predictive modeling) with consultative B2B sales, business case development, and end-to-end proof-of-concept execution. At Kuona Analytics I led the discovery, implementation, analysis, and delivery of a proof of concept with a Fortune 500 retailer operating in Mexico, closing a \$350K+ USD annual contract. Passionate about data analytics, problem-solving, and continuous learning, always striving for impact and innovation.

WORK EXPERIENCE

Key Account Manager — Nufi Aug 2026 – Present | Monterrey, Mexico

- New-business sales (hunter) for the **background checks** and **KYB (Know Your Business)** portfolio, plus document processing; hybrid, reporting to commercial leadership.

RGM Solutions Manager — Kuona Analytics Sep 2025 – Jul 2026 | Monterrey, Mexico

- Understood client and prospect needs to both pitch and drive the commercial process: selling and running proofs of concept (POCs) end-to-end. Led many throughout the role, combining technical development with commercial closing (hybrid Solutions Architect / Forward Deployed Engineer profile).
- Led an end-to-end proof of concept with a **Fortune 500 retailer operating in Mexico**, covering discovery, implementation, data analysis, and delivery of RGM recommendations and optimizations. Closing a **\$350K+ USD** annual contract.
- Traveled to Caracas to collaborate on developing a trade promotion simulator/optimizer for the Venezuelan beer market (**Empresas Polar**), ensuring the product team correctly understood and analyzed client needs.
- Executed data extraction, transformation, EDA, and predictive modeling using Python and Pandas, delivering actionable pricing and promotional optimization recommendations.

Customer Success Specialist | RGM Expert | Adoption Expert | Developer — Kuona Analytics Nov 2024 – Sep 2025 | Monterrey, Mexico

- With the organizational shift to lean teams, worked simultaneously across two teams (promotion optimization and the pricing product) contributing both client-facing and internally within the company.
- Led product methodologies and full-year pricing and promotion optimization, combining hands-on technical development, product adoption, and client-facing Customer Success responsibilities.

Customer Success Specialist — Kuona Analytics Aug 2024 – Nov 2024 | Monterrey, Mexico

- Supported key enterprise clients with pricing, promotion, and RGM insights, ensuring adoption and ongoing value from Kuona's solutions.

Customer Success Analyst — Kuona Analytics Sep 2023 – Aug 2024 | Monterrey, Mexico

- Advanced from an analytical support role into direct client-facing responsibilities, deepening client relationships around RGM insights.

Business Analytics Analyst — Kuona Analytics Feb 2023 – Sep 2023 | Monterrey, Mexico

- Delivered advanced analytical expertise to optimize pricing, promotional strategy, and commercial performance, including price elasticity of demand, promotions, price points, evaluation methodologies, and assertiveness analysis.
- Developed new demo modules with advanced analytics/AI capabilities and prepared promotional proposals and pricing analysis for clients.

Business Analytics Intern — Kuona Analytics Dec 2020 – Feb 2023 | Monterrey, Mexico

- Started at Kuona collaborating on reactive and proactive analysis for clients, and helped maintain quality and successful launches of new analytical modules.

Project Processes and IT Participant – Digital Enablement — CEMEX Czech Republic, S.R.O. Feb 2023 – Jun 2023 | Prague, Czech Republic

- Collaborated with a team of 9 other members, being regarded as a leader, and developed 2 artificial intelligence algorithms to promote the cross-selling of Admixtures.
- Using EDAs, AI, and Data Science we were able to surpass expectations of the project and present the results to VPs.

EDUCATION

Bachelor of Science in Data Science and Mathematical Engineering — Monterrey Institute of Technology and Higher Education, Monterrey Campus Aug 2020 – Jun 2024

- Academic Average: 95.3
- Scholarship Distinction for my Academic Talent
- LiFe Trajectory Award for Leadership in Professional Development

Berkeley International Study Program — University of California, Berkeley Aug 2023 – Dec 2023

- Computer Science Courses: CS61A – Structure and Interpretation of Computer Programs (A-), CS188 – Introduction to Artificial Intelligence (A-)
- Statistics Courses: STAT151A – Linear Modelling: Theory and Applications (C+)

Business Ethics Certification — Centro Valia Certificate from: Universidad Francisco de Vitoria Madrid *Jan 2021 – Dec 2022*

- Suma Cum Laude
- Student Valia Top 3 Nomination

PROJECTS

Daily Hotel Industry Revenue Forecast — TCA Software Solutions *Mar 2024 – Jun 2024*

- Developed different time series prediction models to obtain the best solution to forecast daily income in the hotel industry, using Python and its various libraries.

SPAM Detection using Python *Aug 2022*

- Created a natural language model in Python that could detect if a given message was spam or not.

Multivariate Analysis of Environmental Components — SIMA *Aug 2022*

- Used factorial analysis, normal distributions, multivariate models and distributions, and principal components analysis to give a detailed analysis of atmospheric contaminants.

Optimization of Transport Routes *Mar 2022*

- Using Linear Programming, Python, and coordinate-distance calculations, proposed route optimizations by eliminating unnecessary vehicles — improving time and cost efficiency.

Data Analysis for Book Sales — Cengage *Feb 2022*

- Elaborated complex and expert analysis regarding the sales of books and licenses using Python and various libraries.

LANGUAGES AND SKILLS

Commercial / RGM Skills: Revenue Growth Management (RGM), Trade Promotion Management, Trade Promotion Optimization, Solution Architecture, Consultative Selling, B2B SaaS Sales, Business Case Development, Quoting & Pricing Proposals, Proof of Concept (POC) Execution, Client Discovery, Stakeholder Management, Deal Closing, Contract Negotiation, Account Management, Key Account Management

General Skills: Leadership, Effective Communication, Teamwork, Critical Thinking, Problem Solving, Responsibility, Artificial Intelligence (AI) Tools and Models, Strategy, Financial Metrics, Cross-functional Collaboration, Customer Success, Product Adoption, Project Management

Languages: Spanish (Native), English (Full Professional / C1), French (Intermediate)

Programming Languages & Tools: Python (Advanced), SQL (Advanced), Microsoft Excel (Advanced), C++ (Beginner), Swift (Beginner), Matlab (Beginner), Tableau (Intermediate), R (Intermediate)

Validated TEC21 Skills: Mathematical Modeling, Optimization, Data Science, Cognitive Methods, Cryptography and Security, Scientific Communication

EXTRACURRICULAR ACTIVITIES

President — RC Talks *Jan 2021 – Jun 2023*

- Had a team of 9 people in charge. Together we created 3 events with 5 TEDx-style conferences to impact our audience.

President — CAINTRA Jóvenes Tec de Monterrey *Aug 2022 – Jun 2023*

- In charge of a team that organizes different events carried out by members of Jóvenes CAINTRA (business organization representing the industrialists of Nuevo León).

Promotion Manager — CAINTRA Jóvenes Tec de Monterrey *Aug 2021 – Aug 2022*

- In charge of promoting and organizing the different events carried out by members of Jóvenes CAINTRA.

Finance Director — SAIDM *Jan 2021 – Oct 2021*

- In charge of managing the finances of our student body group.

CERTIFICATES

- **Anthropic:** Claude 101, Claude Code 101, Introduction to Claude Cowork, Claude Code in Action
- **Coursera:** The Structured Query Language (SQL); Fundamentos de la Visualización de Datos con Tableau
- **Conscious Business Center CBC:** Semana Tec Transformar para Trascender