

LUIS MARCANO

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SOLUTIONS CONSULTING & CUSTOMER ADVISORY LEADER

DATA, ANALYTICS & AI SOLUTIONS • TECHNICAL DISCOVERY • SOLUTION DEMONSTRATIONS

Client-facing Solutions Engineer and technology consultant with 15+ years helping Fortune 100 enterprises evaluate, architect, and adopt AI, analytics, and cloud solutions. Trusted advisor to executives, leading technical discovery, solution architecture, executive workshops, demonstrations, and AI product strategy. Founder of AI-powered SaaS products, bringing hands-on product development and rapid AI prototyping experience alongside enterprise consulting.

CORE COMPETENCIES

- Solution Engineering & Technical Pre-Sales
- Product Discovery & Executive Workshops
- Solution Architecture & Integration Strategy
- Solution Demonstrations & Proofs of Concept
- Business-Case Development & Value Selling
- Executive Presentations & Technical Storytelling
- Data, Analytics & AI Platform Strategy
- Cross-Functional Customer & Sales Partnership

TOOLKITS & PLATFORMS

Solution Engineering & Advisory: Technical Discovery | Solution Architecture | Solution Demonstrations | Proofs of Concept | Executive Workshops | Business Case Development | Technical Sales Support

Collaboration, Delivery, & UX Tools: Miro | Jira | Confluence | Asana | Figma | Adobe Photoshop

Data & AI Platforms: Azure Databricks | Snowflake | Azure Data Factory | Azure Synapse | dbt

Analytics & BI: Power BI | Tableau | Sigma | KPI Frameworks | Semantic Models | Executive Dashboards

AI Development & Prototyping: Claude Code | Cursor | SQL | ChatGPT | Claude | Figma Make | Prompt Engineering

PROFESSIONAL EXPERIENCE

Slalom Consulting | Miami, FL

Principal Consultant, Data & Analytics

2021 - Present

Lead client-facing solution consulting engagements for Fortune 100 and public-sector organizations across government, healthcare, hospitality, utilities, and financial services. Partner with executive and technical stakeholders to lead discovery, solution architecture, executive workshops, and AI, analytics, and cloud platform strategy from initial engagement through successful adoption.

- **Lead executive and cross-functional discovery workshops** to uncover business challenges, define solution strategy, and align modern data, analytics, and AI platform capabilities with customer objectives.
- **Designed and delivered solution demonstrations, executive workshops, and proof-of-concepts** that accelerated customer adoption of AI, analytics, and cloud platforms.
- **Partnered with executive stakeholders to define solution architecture and business value** for a \$2M Snowflake modernization initiative, consolidating 200+ legacy reports across CRM, billing, and product systems into a governed KPI platform that achieved 85% adoption.
- **Owned solution strategy and delivery for a government agency's data platform processing 2M+ records monthly**, delivering 25+ executive and operational dashboards with 99.5% uptime through automated testing, monitoring, and data quality controls.
- **Designed an AI-driven duplicate-invoice anomaly detection solution that surfaced \$1.8M+** in potential payment exposure, reduced detection from weeks to hours, and improved financial controls for executives.
- **Established a data governance and lineage operating model for Florida's largest utility provider** using Microsoft Purview across 50+ sources, improving ownership and data issue resolution from weeks to days.
- **Designed enterprise self-service analytics platforms for hospitality and healthcare organizations**, replacing 40+ spreadsheet-based reports with governed Power BI and Tableau semantic models.
- **Led and mentored cross-functional teams** of 10+ consultants, analysts, and engineers while establishing delivery standards, reusable playbooks, and adoption practices that improved quality and customer outcomes.

Royal Caribbean Group | Miami, FL
Manager, Fuel & Energy Data Analytics

2018 - 2021

Led enterprise fuel, energy, and capital analytics across a global fleet, partnering with Finance, Procurement, Treasury, Operations, and executive leadership to improve forecasting, cost visibility, hedging decisions, regulatory reporting, and shipboard capital oversight.

- **Owned the enterprise fuel forecasting model for 52 ships and \$1B+ in fuel exposure**, combining actuals, 5-year projections, oil price assumptions, consumption trends, and hedging SWAP positions to support financial planning and executive decision-making.
- **Designed and developed an interactive forecasting platform** that allowed Finance and leadership teams to evaluate fuel exposure under changing oil prices, projected demand, and hedge coverage scenarios with +/-3% forecast accuracy.
- **Built executive reporting and decision-support tools used to monitor shipboard capital project spend**, giving leadership visibility into capital expenditures, project performance, and portfolio-level investment activity.
- **Led development of a fleet-wide GHG emissions tracking platform** across 50+ vessels, enabling IMO/EEXI/CII compliance reporting and improving accountability against carbon reduction mandates.
- Managed analysts and developers through the full solution lifecycle, from requirements and solution design through development, adoption, executive reporting, and operational support.

Royal Caribbean Group | Miami, FL
Senior Revenue Data Engineer

2016 - 2018

Led data engineering and advanced analytics for revenue management and pricing strategy supporting an \$8B+ global cruise portfolio across 50+ ships and 100+ itineraries.

- Modernized the enterprise pricing intelligence platform by integrating 10+ years of historical sales data, competitor pricing, and revenue performance data into trusted decision workflows.
- Built automated ETL workflows, Oracle PL/SQL pipelines, and API-driven pricing integrations that improved data quality, reduced manual analysis, and supported faster pricing decisions.
- Partnered with revenue management leaders to translate complex pricing, demand, and competitive data into actionable insights for fare strategy, intraday performance, and portfolio optimization.

Enabled hourly competitive intelligence and self-service analytics across 200+ cruise itineraries, supporting dynamic pricing recommendations and improved visibility into revenue opportunities.

PRODUCT DEVELOPMENT & ENTREPRENEURIAL EXPERIENCE

Resolve360 | AI-Powered Returns & Operations Platform

Designed an AI-powered SaaS platform that modernizes returns operations through workflow automation, executive dashboards, AI-assisted case management, and operational analytics.

- Executive discovery, product strategy, UX, AI workflows, implementation roadmap.
- Developed executive business case, investment strategy, and scalable SaaS architecture.

MarginMile | AI-Powered Freight Margin Intelligence Platform (marginmile.com)

Designed an AI-powered freight intelligence platform that calculates true lane profitability using real-time fuel prices, operating costs, deadhead mileage, and pricing analytics.

- Built proprietary lane economics engine and profitability modeling.
- Led customer discovery, product strategy, MVP, and AI-assisted UX design.

EDUCATION

B.S in Computer Science | Florida International University

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