

ALFREDO BARRERO

Global Operations Leader · AI Transformation · Post-M&A · Enterprise Productivity

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PROFESSIONAL SUMMARY

Strategic Operations Leader with 10+ years driving large-scale transformation at Netflix and the IOC. Based in Madrid and operating globally, partnering with Directors and VPs to translate business strategy into measurable operational outcomes across all regions. Built GenAI automation delivering \$500K annual value and led end-to-end technical integration of 4+ acquired companies with zero downtime. Currently completing an MBA and independently shipping a B2C AI product — combining enterprise execution rigour with hands-on AI product thinking.

PROFESSIONAL EXPERIENCE

Netflix · Madrid, Spain

Global Program Lead | 2020 – Present

- **Executive Partnership:** Acted as strategic Business Partner to Directors and VPs across all global regions, aligning cross-functional roadmaps with business goals and driving measurable outcomes at enterprise scale.
- **AI Transformation & Democratisation:** Implemented AI-powered tech stacks that democratised access to data and insight across the organisation — transforming insight generation, accelerating business decision-making, and eliminating human bottlenecks and gatekeepers by transferring manual work to AI. Delivered \$500K annual value and 850+ hours saved per quarter. Recognised as a global reference in AI adoption: led AI communities and organisation-wide initiatives, influencing and coaching individuals and teams on how to use AI to elevate their roles and accelerate outcomes.
- **Post-M&A Integration:** Owned end-to-end technical and operational integration of 4+ acquired companies — unifying disparate tech stacks, managing change at scale, and achieving zero-downtime transitions for global teams.
- **Operational Scale:** Built standardised frameworks that unified globally distributed engineering teams and saved 10,000+ hours annually in operational overhead.
- **OKR & Strategy Leadership:** Led OKR definition with global leadership (ICs to Directors), using Agile frameworks to align priorities across all regions — representing the entire international footprint on an otherwise US-based team.
- **Data Governance & Measurement:** Restructured data taxonomy and implemented a governance model that established measurement capability for the first time, enabling SLT tracking and quarterly service reviews globally.
- **Process Excellence:** Designed and standardised escalation frameworks with built-in audit trails, structured handoffs, and SLT measurement for global operational and engineering units.

IOC – Olympic Channel · Madrid, Spain

Systems Engineer | 2016 – 2020

- **Mission-Critical Operations:** Engineered and deployed large-scale infrastructure for the Olympic Games and Grand Slams, ensuring 99.9% uptime under extreme deadlines and global reach.
- **Technical Operations Leadership:** Coordinated global technical teams supporting live international broadcasts — zero-failure environments, millions of concurrent viewers.
- **Systems Innovation:** Developed solutions for high-impact operational challenges, demonstrating the ability to scale infrastructure and process under pressure.

Early Career

Telefónica Servicios Audiovisuales (2014–2016) & Optiva Media / StarHub TV, Singapore (2013–2014) — Broadcasting engineering and presales across Spain and Singapore. Led OB truck and media workflow projects; IBC 2016 Innovation Award nominee.

KEY SKILLS

Strategy & Leadership	Business Partnering, OKR Leadership, Stakeholder Management, Executive Communication, Change Management
Operations & Scale	Process Optimisation, Scalability Frameworks, Post-M&A Integration, Change Management, Cross-Vertical Alignment
AI & Data	GenAI Strategy, Agentic AI Integration, SQL & Tableau, Data Governance, Product Roadmaps
Languages	Spanish (native) · English (professional)

EDUCATION & CERTIFICATIONS

Master of Business Administration (MBA) · ThePowerMBA, 2026
Project Management Professional (PMP) · Project Management Institute, 2023
B.S. in Telecommunications Engineering (Audiovisual & Multimedia) · 2015