

Antonio Salmeron

IT and Business Consultant

- Qualifications: PhD, MS CS, MBA
- Experience:
 - 27 years in software engineering (1983-2009).
 - 20 years in business management (1989-2009).
- Index:
 - [Qualifications](#)
 - [Experience](#)
 - [Presentations and Publications](#)
 - [Complementary Information](#)
 - [Interest](#)
 - [Contact](#)



Qualifications

- 1996: MBA (Master in Business Administration), IESE Business School, University of Navarra (Spain).
- 1992: PhD Cum Laude (Computer Science / Artificial Intelligence), Polytechnic University of Madrid (Spain).
- 1987: MS CS (Computer Science / Information Technology), Polytechnic University of Madrid (Spain).

Experience

IT and Business Consultant:

- April 2005 to date.
- Working for/with: Andaira Technology, ANECA (Agencia Nacional de Evaluación de la Calidad y Acreditación), Antena 3 / A3 Advertising, Asisa, Atari, AVPPM (Asociación de Vendedores de Prensa Profesionales de Madrid), Ayuntamiento de Madrid, Banco Santander, CECA (Confederación Española de Cajas de Ahorros), Colonial-Riofisa, Comaof, Comisión Nacional de la Competencia, Data Segmento, Michelín, Panini, Telecor, Vertice Sistemas, etc.

General Manager of Bayes Forecast:

- Since 1995 to 2005.
- Leading and mentoring a group of 50+ economists, software engineers and mathematicians.
- External projects:
 - Responsible for the commercial actions, whole planning, execution, and goal achievement of the projects for client companies like Coca-Cola, Microsoft, Telefónica, Spanish National Uranium Institute, Mercadona, Carrefour, Forces Elèctriques d'Andorra, Grupo Sogecable, Movistar, NCR, Unidad Editorial, etc.
 - These projects included electronic capture of information, analysis and modelling of huge and dynamic operational and sales data, reporting and delivering forecast estimates, business intelligence and customer relationship management and marketing (CRM).
 - Development environment: OS: Windows, Linux, Aix, Irix, and Solaris; DBMS: Oracle, SQL Server, and Teradata (data warehouse); Languages: C++, C, JavaScript, Visual Basic, Html, and TOL.
- Internal projects:
 - TOL (Time Oriented Language) Project founder: <http://www.tol-project.org> (Open Source Software)
 - Several web crawling systems based on ad-hoc or heuristic search (references and keywords matching).

Sales Director and Engineering of EQ Intelligent Systems:

- Since 1991 (startup of the company) to 1995.
- Advanced software systems developed for clients such as Alcatel, National Bank of Spain, National Statistics Institute, Madrid Underground Transport, El Corte Ingles and Schindler.
- Development environment: OS: HP-UX and Windows; DBMS: Oracle and Informix; Languages: C with OSF/Motif.

Other experiences:

- 1995-1996: Collaboration with the Department of Operations Research (UNED University).
- 1990-1991: Builder of systems for electronic capture (OMR, Optical Mark Reader) and reporting and diagnostic for a military psychology centre (Ministry of Defence).
- 1988-1989: Researcher in deep diagnosis and qualitative risk simulation for Repsol (petro-chemical industry).
- 1986-1987: Computer-aided Design and Manufacturing Group Manager in Amper (electronic industry).
- 1985-1986: Risk assessment systems for Santander Bank.

Presentations and Publications

- 2009: Business Intelligence Forum (speaker, Interban Network).
- 2007: White Book of Newspapers Sales Stores (co-researcher, Council of Madrid & Rey Juan Carlos University).
- 2006: First Forecasting Event (speaker, SAS Institute).
- 2005: Time Oriented Language Programming Book (co-author, Rey Juan Carlos University).
- 2004: Electrical data modelling (speaker, Industrial Engineering School).
- 2004: Publicity optimization (speaker, IE Business School).
- 2002: Sales forecasting (speaker, Forest - Forecast & Strategy Club).
- 2000: Architecture for time oriented systems (speaker, Nebrija University).
- 1999-2001: Dynamic modelling of markets (speaker, 2 editions, Salamanca University).
- 1996: Advanced forecasting (speaker, Institute of International Research).
- 1995-1996: Computer science concepts (teacher, 2 editions, INAP, Ministry of Public Administration).
- 1992-1996: Knowledge based systems (coordinator, Information technology test book for Public Examination, Ministry of Public Administration).
- 1996: Computer science dictionary (co-author, Foundation for Industrial Innovation).
- 1994-1995: Hardware concepts (teacher, 2 editions, Master of Traffic Engineering).
- 1993-1994: IBM Tirs Tool (teacher, 2 editions, National Statistics Institute & El Corte Ingles).
- 1993: Knowledge based systems, architecture & methods (co-author, Community of Madrid).
- 1992: Time to market (speaker, Structural Dynamics Research Corporation and Hewlett-Packard).
- 1991: Constraint programming (speaker, Malaga University).
- 1991: Knowledge based systems (speaker, Complutense University of Madrid).
- 1991: Software architecture for deep diagnosis (speaker, Scientific Research Council)
- 1990-1995: Master in commercial expert systems (technical coordinator and teacher, 5 annual editions of 620 hours each, Community of Madrid).
- 1989: Civil engineering expert systems (speaker, Civil Engineering European Cursus).
- 1989: Modelling of industrial problems (speaker, International Federation of Automatic Control).
- 1989: IBM Guru tool (teacher, Computer Science School).
- 1988: Database query optimization (author, Arcadia Editions).
- 1987: Intelligence computer-aided design (speaker, World Basque Congress).
- 1985: Prolog language (speaker, Polytechnic University of Madrid).
- 1983: IBM S1 operating system (teacher, Computer Science School).

Complementary Information

- 2009: Interviewed in ED about the press payment hub success story.
- 2008-2009: OES Chine (author of Learn Chinese and Tang poetry, volume I, II & III).
- 2008: Referenced by P. Reina for searching algorithms (Research & Science Magazine).
- 2006: der Rückfall, Zeitung der Fachschaft Medizin (author of the cover painting, Technische Universität München).
- 2003: Level 10 of 10 in the hacking test of the Internet Security Institute (<http://www.instisec.com>).
- 1994: Score above the 80th percentile at the Graduate Management Admission Test (GMAT, Princeton).
- 1993: Doctoral thesis referenced in the Sigart Bulletin, ACM Press, Information Sciences Institute (California).
- 1992: Awarded with the second prize in military psychology research (co-author, Ministry of Defence).
- 1991: Referenced in The Directory of the AI Industry, American Association for Artificial Intelligence (AAAI) and Association for Computing Machinery (ACM-Sigart).
- 1984: Students' representative in the Council of the Computer Science Faculty.
- 1983: Students' representative in the Legislative Congress of the Polytechnic University of Madrid.

Interest

- Sparring time with family (wife, three daughters and a little pet).
- Painting with inks and watercolors (available website with own production at <http://www.inkwatercolor.com>).
- Chinese language (Mandarin basic level) and translation of Tang Dynasty poetry, VII-IX AC (available website with own translations at <http://www.jueju.es>).

Contact

- Antonio Salmeron
- mobile: (+34) 69 085 5320
- office: (+34) 91 320 2884
- fax: (+34) 91 320 8438
- url: <http://www.asolver.com>
- email: asalmeron@asolver.com
- address: Josefa Valcárcel 8, 28027 Madrid, Spain
- P.O. Box 29009, 28080 Madrid, Spain

Antonio Salmeron, PhD, MS CS, MBA; Madrid (Spain), January, 2010