



# Daniel Encinas García

CUSTOMER STRATEGY & CRM MANAGER



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[Linkedin](#)

## PROFESSIONAL PROFILE

**Customer Strategy, CRM & Commercial Transformation Manager with 7+ years of experience** driving the integration of Customer Analytics, CRM, automation and commercial performance across Retail & CPG. Specialized in designing and implementing end-to-end Customer Lifecycle Management strategies, segmentation, personalization and omnichannel activation, translating customer data into growth, loyalty and customer experience decisions. I have worked with companies including Chedraui, Consum and Forum Sport, leading large-scale CRM and Campaign Innovation initiatives, with up to **5.5 million communications per month** across a base of more than **16 million loyalty customers**.

Strong international track record across **Spain, Mexico and India**, with nearly four years of experience leading, developing and coordinating multidisciplinary teams. I directly managed a team of **4 professionals** across Campaign Innovation and CRM Support, connecting business, data, technology and operations to ensure the successful execution of complex initiatives. I have also partnered directly with **Executive Committees and C-level Marketing and Commercial leaders** to define commercial, customer lifecycle, promotional and personalization strategies. My background combines Customer Analytics, CRM and commercial activation, linking data, platforms and operations to business execution.

Experienced in **segmentation, customer value, churn risk, behavioral and Next Best Offer models**, supported by measurement frameworks focused on identified sales, incremental revenue, average basket value, promotional ROI, margin, repeat purchase and retention. I use segmentation, experimentation and control groups to improve commercial decision-making and the relevance of each activation. I am currently expanding my expertise in GenAI, LLM APIs, Prompt Engineering and automation to further evolve CRM and customer engagement.

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## AREAS OF EXPERTISE

- **CRM, Customer Lifecycle & Customer**

**Experience:** Customer Data, customer journeys, loyalty, retention, churn prevention and Next Best Offer.

- **Commercial Strategy, Personalization &**

**Campaigns:** Revenue Growth, pricing and promotions, hyper-personalization, omnichannel activation and marketing automation.

- **Customer Analytics & Decision Models:**

Segmentation, RFM models, orthogonal matrices, customer value, A/B testing, control groups and KPIs.

- **Leadership, CRM Transformation & Applied AI:**

International team leadership, C-level stakeholder management, CRM transformation, GenAI, LLM APIs, Prompt Engineering and automation.

## PROFESSIONAL EXPERIENCE

### **Cognodata Consulting - Audensiel | Strategy and Analytics Consulting**

#### ○ Campaign Innovation Manager | CRM, Personalization & Commercial Growth

(Client: Chedraui - Mexico's #2 retailer, 400+ stores, 19M customers)

2023-2026 | 3 years 1 month | Mexico City, Mexico

Led Campaign Innovation and CRM activation initiatives for one of Mexico's leading retailers, partnering with **senior Marketing and Commercial stakeholders** to translate customer data into more relevant interactions and measurable business outcomes.

- Led a team of **4 professionals across Campaign Innovation and CRM Support**, ensuring delivery quality, initiative prioritization, team development and stakeholder coordination.
- Designed and scaled personalized CRM campaigns, customer journeys and behavioral triggers across email, SMS and WhatsApp, with up to **5.5 million communications per month across a base of more than 16 million loyalty customers**.
- Developed commercial scenario simulations across product, assortment, promotional mechanics, segment and channel to guide **pricing, promotional investment and activation decisions**.
- Built KPI and test-and-learn frameworks, including A/B testing and control groups, to evaluate **incremental sales, average basket value, redemption, promotional ROI, retention, customer acquisition and loyalty program growth**.
- Defined contact policies, eligibility rules and promotional redemption controls to optimize the channel mix, reduce customer contact fatigue and protect campaign profitability.

#### ○ CRM & Commercial Transformation Analyst | Customer Strategy & CRM Operations

(Clients: Chedraui, Consum and Forum Sport | Retail, Consumer Goods and Sports)

2020-2023 | 3 years 4 months | Madrid, Spain

Contributed to **CRM Transformation, Customer Strategy and Commercial Excellence** engagements, connecting business needs, customer data, platform capabilities and operational adoption for Chedraui, Consum and Forum Sport.

- Advanced CRM capabilities for Chedraui by translating Marketing and Commercial requirements **into platform functionality, operating processes and activation criteria**.
- Coordinated delivery with the India-based technology team, ensuring service continuity, change validation, incident resolution and solution evolution through Change Management and continuous improvement.
- Contributed to the definition and validation of Customer Data flows, data loads and integrations to improve information quality for segmentation, promotions and commercial activation.
- Supported the definition of commercial and campaign KPIs, translating Customer Analytics and performance analysis into actionable recommendations for business stakeholders.
- For Consum and Forum Sport, developed buyer personas, customer journeys and moments-of-truth analyses to identify pain points, experience opportunities and growth levers.
- Defined value propositions and digital marketing initiatives, facilitating client workshops to translate insights into actions focused on conversion, repeat purchase and retention.

## Algonomy | CRM & Retail Personalization Platform

### ○ [CRM Support & Customer Data Analyst | Retail Personalization Platform](#)

(International analytics-driven CRM and retail personalization projects)

2019-2020 | 8 months | Bangalore, India

Part of an international team responsible for the configuration, enhancement and delivery of an **analytics-driven CRM operations and personalization platform for retail clients.**

- Contributed to the definition of **business requirements, data flows, ETL schedules and API integrations**, coordinating deliverables in English with client and technology teams in India.
- Configured and validated **metadata, measures, KPIs, dashboards and campaign workflows** to support segmentation, personalization and performance monitoring.
- Used SQL and Python/pandas for customer analysis, queries and segment tables, while also supporting platform optimization and incident resolution.

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## ACADEMIC BACKGROUND

- Grado en Marketing | ESIC Business & Marketing School | 2017 -2023
- Título Superior en Negocios Digitales | ESIC Business & Marketing School | 2018 - 2024

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## CERTIFICATIONS

### APPLIED AI, AGENTS & AUTOMATION

- OpenAI Academy: AI Foundations · Applied AI Foundations · Agents and Workflows
- Anthropic Academy: Claude Platform 101 · AI Fluency for Builders · Claude Code in Action · Model Context Protocol: Advanced Topics
- Make Academy: AI Automation Explorer · AI Agent Builder
- IBM: Generative AI for Growth Marketing
- Google: Google AI Essentials

### CRM, DATA & DIGITAL MARKETING

- Salesforce Trailhead: Agentblazer Innovator · Ranger
- Microsoft: Azure AI Fundamentals ·
- SAS: SAS Analytics
- HubSpot Academy: Content Marketing Certified · HubSpot Marketing Software Certified · Inbound Certified · Inbound Certified (New)
- Google Career Certificates: Google Project Management Professional Certificate, Curso de Marketing Digital

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## TOOLS & TECHNOLOGY ECOSYSTEM

- CRM & Customer Platforms: Algonomy · HubSpot CRM · Microsoft Dynamics 365 · Zoho CRM · Salesforce (Marketing Cloud, Lightning Experience, Agentforce, Flow Builder, Data Cloud / Data 360 y Sales Cloud)
- Data, BI & Cloud: SQL · Python/pandas · Excel avanzado con IA · Power BI · Microsoft Azure · Google Cloud · AWS
- Automation, Integrations & Delivery: Make · n8n · Zapier · Airtable · Webhooks · GitHub · SAP · Workflow Automation
- Applied AI & Customer Experience: ChatGPT · Claude · Gemini · LLM APIs · Prompt Engineering · Vapi · ElevenLabs · Twilio · Lovable · Base44 · Manus
- Digital Workplace & Customer Experience: Microsoft 365 · Adobe Creative Cloud · Adobe Analytics · Adobe Campaign · Google Workspace

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## LANGUAGES

- Spanish: Native
- English: Professional Proficiency\_(C1).