



Fernando Salas has more than 20 years of experience as a Business Intelligence, Finance, Marketing and Supply Chain executive in the Telecommunications industry. He's worked in North America and various parts of the world (Europe, Central and South America) in many functions within this industry, including Commercial Intelligence/Strategy, Pricing, Market Research, Supply Chain Management, Revenue Assurance and Customer Acquisition and Retention.

He has Bachelor's degree in Business Administration, a Masters in Business Administration (specialized in operations and strategy) and a Masters of Science in Management of Information Systems. Is a member of the Society of Competitive Intelligence Professionals and has participated as an international speaker in many forums in the Americas (North-Central-South), Europe and Asia, discussing subjects such as Digital Transformation, Business Intelligence, Big Data, Technology Strategy and Business Strategy.

With more than ten years' experience as an instructor has collaborated in the development of courses in a corporate setting for Bell South International, Telefonica/O2's University (Universitas Telefonica – Barcelona, Spain), Sheridan College and Humber Institute of Technology and Advanced Learning.

Currently, participates as Part-time Faculty in the Department of Continuing and Professional Studies at Sheridan College and the Business School at Humber Institute of Technology and Advanced Learning, within their Data Science, Business Analysis and Business Programs.

Within the business world he holds the position of Associate Director of Hardware Strategy and Planning at Bell Mobility, and also participates on an ad-hoc basis, in other boutique consulting engagements as a Board Member and founder at StratSmart Group.

Big Data or Perish. Why business will never be the same? Who to blame?and what to do?"