DAVID HEILBRON | RESUME

Status: M.Sc. Data Science, Business Intelligence Analyst
Fields: Economics, Data Science, Business Intelligence
Techs: R, Python, SQL, Power BI, Excel
Activities: Photography, Football, Swimming

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Summary

Data-driven business intelligence professional with a passion for building sustainable, high-impact businesses. Skilled in uncovering insights through data to enhance strategic decision making, optimize operations, and generate measurable value. Proven ability to foster cross-functional collaboration and align stakeholders around data-driven initiatives that support economic development and long-term growth.

Experience

Business Intelligence Analyst, EMEA - Topcon Europe Positioning   04.2022 - 07.2025

· Established and led the Business Analytics team for EMEA, streamlined evaluation processes and improved strategic decision making in regional operations.

· Designed and implemented end-to-end data solutions, including ETL workflows, advanced analytics in R, and interactive dashboards in Power BI for internal and external stakeholders.

· Supported international investment decisions through market and competitor analysis, sales forecasting, and development of data-driven business plans.

Business Intelligence Analyst, Central Cluster - Smurfit Westrock   09.2018 - 09.2021

· Advised C-suite and plant management with data-driven insights, improving strategic planning and operational efficiency across the Central Cluster.

· Developed Power BI dashboards from raw data to stakeholder-ready visuals, covering the ETL process to support business decisions.

· Lead national customer satisfaction analysis across eight plants for three years, integrating survey data with market and competitor insights using forecasting and market share models.

Economic Analyst - Chamber of Commerce of Cali   08.2016 - 09.2018

· Built and maintained structured databases in Excel to support data analysis in multiple economic sectors, including bioenergy and consumer goods.

· Analyzed sector data and authored industry reports using quantitative insights to inform stakeholders in the bioenergy, personal care and food industries.

· Led data-informed initiatives within the bioenergy cluster, fostering collaboration between academia, government and the private sector.

Education

M.Sc. Data Science and Economics - University of Milan   09.2021 - 12.2023

· Master Thesis: Bayesian Panel VAR models for forecasting electricity prices in Europe. GPA: 27/30. Thesis: 106/110

B.Sc. Economics and International Business - Icesi University   01.2012 - 02.2017

· Bachelor Thesis: Comparative Analysis of Rules of Origin in Member Countries of Pacific Alliance and Free Trade Agreements. GPA: 4/5

Languages

Spanish - Native

English - Fluent

Italian - Fluent

German - Basic