



SERGIO ROZALEN

Analytics Translator & Author | Data & AI Strategic Advisor |
Head of Analytics, Jaguar Land Rover

ABOUT

I translate complexity into decisions people can act on.

That's the thread running through two decades of data and AI leadership at Jaguar Land Rover and Dyson, and through published books of speculative fiction exploring where today's technology actually leads. The mediums differ, boardroom strategy in one, narrative in the other, but the instinct is the same, and it's why I keep getting handed the problems nobody else can make legible.

WHAT I DO

See Around Corners: I'm the author of the speculative fiction series "Futuros Imperfectos" and the blog Data Entropy, applying a sociological lens to technology's consequences before they arrive. This isn't a side interest, it's the same pattern-recognition that drives the work below: spotting where a system's incentives point before the org chart catches up.

Scale Intelligence: I grew the data function at Dyson from a 5-person UK team to a global specialist unit of 20+ across the US and Singapore. At JLR, I direct a global team of 50+ delivering critical products for Commercial and Supply Chain functions.

Architect Ecosystems: I design federated analytics frameworks and AI governance models that empower decentralized business units while maintaining enterprise-level standards.

Navigate Complexity: I have a proven track record of leading multi-country migrations for core systems like SAP, CRM, and PLM across EMEA, APAC, and the Americas.

Coaching-Led Change: As an ICF-certified coach, I don't just deliver platforms; I mentor talent and build leadership capability to ensure transformations are culturally adopted and sustainable.

MY CURRENT FOCUS

I am passionate about mentoring the next generation of data talent and advising organizations on how to build AI-ready data cultures that are both high-performing and ethically sound.

Whether through strategic roadmaps or executive coaching, my goal is to turn data complexity into actionable value.

CONTACT

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THE JOURNEY

Jaguar Land Rover
Gaydon, UK

Dyson
Malmesbury, UK

Airbus
Bristol, UK

Fevecta
Valencia, Spain

Common Hope
Antigua, Guatemala

Accenture
Barcelona / Madrid, Spain

THE ECOSYSTEM

Google Cloud

AWS

Python

SAP

dbt

Tableau

GenAI / LLM

THE HUMAN LENS

ICF-Certified Coach (Level 1)

Author — Futuros Imperfectos

data-entropy.com

irreflexiones.com

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EXPERIENCE

JAGUAR LAND ROVER

Gaydon, UK

Head of Analytics @Data & AI Office | Dec 21 – Present

Global Team Leadership: Directing the Analytics capability within the Digital division, managing a team of 50+ Data Analysts and Data Engineers.

Organizational Strategy: Architected Federated framework to coordinate analytics capabilities across multiple business spokes.

Executive Influence: Presented and secured Board-level approval for long-term vision.

Platform Modernization: Coordination of Enterprise Data Platform Program.

AI Strategy & Governance: spearheading the foundational AI roadmap, defining governance frameworks required to scale generative AI initiatives.

DYSON

Malmesbury, UK

Head of Business Intelligence, Quality Team | May 2014 – Dec 2021

Global Scaling: Led the expansion of the data function from 5 UK-based analysts to a global team of 20+ specialists across the UK, US, and Singapore.

Connected Product Insights: Developed cloud data products (BigQuery, Tableau) providing a 360-degree view of product and customer.

Cross-Functional Impact: Partnered with Executive teams to drive decisions in Finance, RDD, and Logistics.

Data Migration Lead, IT | Jun 2009 – Apr 14

Led Data Migrations of 3 core company systems: Back Office (SAP ECC), Front Office (SAP CRM), and PLM (Siemens TeamCenter) across multiple countries: UK, US, EU, JP, AU, SG, and MY.

Senior Data Analyst, RDD & Ops | Jun 2007 – May 2009

Optimized service efficiency through data analysis in Customer Support, Manufacturing, and Procurement.

AIRBUS

Bristol, UK

Business Analyst, Procurement | Jan 2006 – May 2007

Designed and delivered internal tools to support general procurement processes and analytics.

FEVECTA

Valencia, Spain

Business Consultant | Oct 2002 – Oct 2005

Association of work cooperatives: events organization, training coordination, business case development, company creation support.

COMMON HOPE

Antigua, Guatemala

Social Worker | Jun 2001 – Jul 2002

Volunteered as a Social Worker, supporting around 50 families on education, health, and work-related matters in Antigua.

ACCENTURE

Barcelona & Madrid, Spain

Senior Business Consultant | Oct 1997 – Jun 2001

Business case development for high-scale IT Outsourcing projects. Part of the transition team involved in Outsourcing implementations.