

GABRIEL GUERRERO PAREDES

CIO / CDIO | Omnichannel Digital Revenue | Partner Integrations | Cybersecurity & PCI | Data/AI

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CIO/CDIO who runs revenue-critical digital ecosystems at scale: multi-brand websites, partner integrations, cybersecurity/PCI, and data-driven transformation.

VALUE PROPOSITION

- Build and stabilize high-transaction digital channels without breaking revenue.
- Scale partner ecosystems (brokers, affiliates, loyalty/payment partners) with disciplined integration governance.
- Modernize legacy environments into secure, resilient platforms with measurable uptime/MTTR improvement.
- Turn data into executive decision velocity through dashboards, operating cadences, and applied AI.

WHAT I RUN

- Digital commerce & growth: funnel reliability, performance engineering, conversion instrumentation, partner connectivity.
- Enterprise tech: modernization, integration, cloud/network resilience, vendor and financial governance.
- Security & compliance: PCI readiness, control governance, third-party risk, incident preparedness.
- Data & AI: decision intelligence, productivity enablement, applied ML for revenue and operations.

SELECT PROOF POINTS

- Accountable for digital channels representing ~45% of enterprise revenue; owned 200+ landing pages and booking flows across Hertz, Dollar, Thrifty, Firefly and partner-branded channels (Autos VivaAerobus, Autos Aeromexico).
- Designed and governed integrations with 120 brokers/partners (e.g., Despegar, Booking.com, Kavak, American Express, Rappi; international partners including CarJet, Zuzuche, Skylink, Sunnycars).
- CEO-facing CIO for a 5,000+ employee, 200+ location business; technology org ~120 (8 direct reports) with 40+ strategic vendors.
- Crisis-tested leadership: led executive response to full network outage; restored service and implemented resiliency, monitoring, and escalation governance.
- Analytics leadership (LATAM): built KPI frameworks, executive dashboards, governance cadences; delivered revenue uplift and multi-million USD savings programs.

TARGET ROLES

- Global/Regional CIO or CDIO (consumer, multi-brand, multi-country)
- Head of Technology / VP Technology for omnichannel businesses
- Digital & Platforms leader with partner ecosystem ownership

INDUSTRY FIT

- Restaurants & retail (omnichannel + loyalty)
- Travel & mobility (high-volume booking ecosystems)
- Consumer services (multi-site operations)
- PE-backed transformation environments (where execution speed matters)

For boards and CEOs: I operate in revenue, risk, cost, and delivery cadence. Technology is the lever, not the headline.