
DIEGO ARIZA

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EXECUTIVE PROFILE

Executive leader with over 15 years of experience driving growth, operational excellence, and technological innovation across multinational corporations and high-growth startups. Expert in managing strategic transformations, M&A operations, and complex international projects. Proven track record in leading cross-functional teams and engaging with Boards of Directors and CEOs, combining strong business acumen with deep technical expertise in energy, automation, AI, and digital transformation.

- **Strategic Leadership:** Directed corporate transformation programs (LEAP, L3AD2020) and the post-merger integration (M&A) of Servion.
 - **Global Project Management:** Managed infrastructure projects up to \$1.3B, achieving significant cost savings and on-time delivery.
 - **Innovation & Entrepreneurship:** Co-founded and served as COO of a tech startup, leading product development (Hardware/Software) and securing funding rounds.
 - **Executive Management:** Headed the CEO's Office at Siemens Gamesa (a €10B+ company), coordinating the Executive Committee and Board of Directors.
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AREAS OF EXPERTISE

Strategic Leadership	Operational Management	Technical Acumen
Corporate Strategy & Vision	Operational Excellence & Lean	Digital & AI Transformation
Mergers & Acquisitions (M&A)	P&L and Budget Management	Renewable Energy Systems
Investor & Board Relations	Project & Program Leadership	Industrial Automation (IIoT)
Global Business Development	Process Optimization	Hardware Design & Development
Organizational Transformation	Supply Chain & Manufacturing	Data Analytics & Cloud Platforms

PROFESSIONAL EXPERIENCE

Co-founder & Chief Operating Officer | Senstile | Bilbao, Spain | Jan 2021 – Present

- Defined and executed the business and operational strategy, scaling operations from concept to commercialization.
- Led product development and manufacturing (hardware device & SaaS platform), successfully launching the MVP within 12 months.
- Directed fundraising efforts, securing seed capital and managing key relationships with investors and strategic partners.

Head of CEO Office | Siemens Gamesa Renewable Energy | Bilbao, Spain | Oct 2019 – Nov 2022

- Orchestrated the strategic agenda and operations for the CEO's Office (in a €10B+ revenue company), serving as a key advisor and facilitator for the Executive Committee.
- Spearheaded critical corporate initiatives, including the L3AD2020 & LEAP transformation programs, resulting in significant efficiency gains and cost reductions.
- Managed the post-merger integration of Servion (M&A) and the strategic integration with Siemens Energy, ensuring alignment and synergy capture.
- Facilitated the preparation and execution of Board of Directors meetings, Annual Shareholder Meetings, and top-tier global customer negotiations.

CEO Program Associate (Global Leadership Program) | Siemens AG | Germany & Spain | Sep 2016 – Sep 2019

- **Strategic Project Manager (Germany):** Directed the "Excellence in Execution" initiative, analyzing 1000+ projects and developing a framework that reduced non-conformance costs (NCCs) by over \$25M annually.
- **Global Go-to-Market Lead (Spain):** Led the global go-to-market strategy for the "Energy Efficiency Analytics" IIoT service, achieving adoption by 15+ industrial clients across Europe and Asia within the first year.
- **Executive Office Associate (Germany):** Actively supported the "Vision 20+" strategic initiative, contributing to the strategic analysis and communication plan for the carve-out of Siemens Energy.

Project & Engineering Manager | Acciona Agua | Fujairah, UAE | 2012 – 2015

- Managed a multidisciplinary team of 40 engineers for the \$200M Fujairah F1 RO Desalination Project, generating \$16M in engineering revenue.
- Directed the execution of electrical and control systems (\$13M budget), achieving \$2M in cost savings through value engineering and optimization.

(Prior experience, from 2006, includes Interface Manager in Australia and Project Manager in the UK and Spain for Acciona, managing budgets up to \$20M and full P&L responsibility with a 12% gross margin).

EDUCATION

Master of Science in Management Studies (MSMS) | 2015 – 2016

Massachusetts Institute of Technology (MIT) – Sloan School of Management, Cambridge, MA

- Concentration: Technological Innovation, Entrepreneurship, and Strategy.

Master of Business Administration (MBA) | 2011 – 2012

IE Business School, Madrid, Spain

- Honors: Beta Gamma Sigma Society (Top 20% of graduating class).

BEng + MEng Industrial Engineering | 2000 – 2006

University of Zaragoza – Polytechnic Institute, Zaragoza, Spain

- Awarded full academic scholarship.
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TECHNICAL SKILLS & LANGUAGES

- **Software & Platforms:** SAP, MS Project, Primavera, CRM Systems, IIoT Platforms (MindSphere).
- **Methodologies:** Agile, Lean Six Sigma, Digital Twins, Strategic & Operational Excellence.
- **Languages:** Spanish (Native), English (Fluent), German (Basic), French (Basic).