CURRICULUM VITAE

JAVIER LÓPEZ NOVAL

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Professional Summary

Javier López Noval is Data & AI Hub Manager at AMC Global, where since 2023 he has led the group's data science and artificial intelligence unit. The unit develops advanced analytics use cases for the group's companies in the agri-food sector and, through its AI Office, coordinates the adoption of generative AI across the organisation. His work focuses on predictive models for demand and supply chain planning, the optimisation of warehouse operations, and the implementation of data and AI governance frameworks. He has more than thirteen years of experience in market research, business internationalisation and consumer insights, gained in consultancy and in the agri-food industry. He holds a degree in Business Administration and Management from the University of Murcia, a double degree comprising a Master in International Management and an MBA from ENAE Business School, and a Master's Degree in Data Science, Big Data and Business Analytics from the Complutense University of Madrid.

Education

- Master's Degree in Data Science, Big Data and Business Analytics. Complutense University of Madrid (2024–2025). Final grade: 7.39/10.
- Double degree: Master in International Management and MBA in Business Administration and International Trade. ENAE Business School (2012–2013). Final grade: 7.82/10.
- Degree (Licenciatura) in Business Administration and Management. University of Murcia (2005–2011).
- Executive education: THRIVE, leadership development programme (growth mindset, agile leadership, communication, exponential management). IE University and AMC Global (September–December 2025).

- Executive education: II Slingshot High Potential Program. IE University (September 2023–March 2024).

Applied Research Interests

- Predictive models for demand and planning in the agri-food supply chain.
- Optimisation of logistics operations: reduction of service failures, operating costs and warehouse space.
- AI governance and data quality in industrial environments: traceability, master data and long-term sustainability of models.
- Adoption of generative AI in companies: workforce upskilling and moving use cases into operations.

Talks and Conference Presentations

- Talk “Tecnología que transforma” (Technology that transforms). Technical University of Cartagena (UPCT) (21 October 2026).
- Round table “Cómo preparar tu empresa para el futuro de la IA” (How to prepare your company for the future of AI), part of the “IA, claves prácticas” (AI: practical keys) series within the Industry 5.0 Strategy of the Region of Murcia. Murcia Region Development Institute (INFO) (26 June 2026).
- Speaker at the 1st Conference on Applied Artificial Intelligence. Universidad Católica San Antonio de Murcia (UCAM), Murcia campus (April 2026).

Professional Experience

- **Data & AI Hub Manager.** AMC Global, Murcia (September 2023–present). Leads an AI hub with mixed business and technical teams, with the aim of ensuring that the solutions developed are actually used. Has designed and deployed machine learning models for planning and for reducing warehouse inefficiencies. Leads data and AI governance policies. Translates technical metrics into financial KPIs for the Operations, IT and Finance leadership.

- **Market Data Analyst – Marketing.** AMC Innova, Murcia (May 2017–September 2023). Analysis of national and international markets and sector trends. Consumer studies (neuromarketing, CAWI). Collaboration with the Consumer Insights & Brands team on new product development (NPD).
- **International Market Analyst and Project Director.** Redflexión Consultores, Murcia (May 2014–May 2017). Management of internationalisation projects for Spanish SMEs: market research, identification of opportunities abroad, distribution channel analysis, internationalisation plans, and digital and international marketing.
- **International Trade Consultant.** ARGOS Consulting Network, Brussels (October 2013–April 2014). Support for Spanish companies entering the Benelux market: search for business partners, market research and post-project follow-up.
- **Export Assistant.** Fripozo S.A., Las Torres de Cotillas, Murcia (January–April 2013). Involvement in setting up the export department: strategic plan, international market research, client acquisition and international brand positioning.