

ABOUT ME

As a dynamic technology leader, I am passionate about propelling innovation in cloud computing, artificial intelligence, and automation solutions. My goal is to contribute these cutting-edge skills to a progressive organization that values forward-thinking. With a robust background in technical sales, consulting, and customer engagement, I excel at nurturing high-performing teams that are dedicated to delivering solution-oriented results. My expertise lies in steering these teams toward success, ensuring that we not only meet but exceed our strategic objectives.

SKILLS

STRATEGIC LEADERSHIP IN CLOUD & AI TECHNOLOGIES

CROSS-ORGANIZATIONAL COLLABORATION & CLIENT ENGAGEMENT

PROVEN TRACK RECORD IN DRIVING SALES & PROJECT SUCCESS

LINKS

LinkedIn: <https://www.linkedin.com/in/jesusartech>

WebSite: <https://jesusartech.com/>

LANGUAGES

ENGLISH

SPANISH

JESUS ARTECHE

PRINCIPAL ACCOUNT TECHNICAL LEADER

Spain, Madrid, 28035, Spain

+34657601545

jesus.artech@gmail.com

WORK EXPERIENCE

IBM

Madrid
Jan 2025 - Present

Principal Account Technical Leader

- **Trusted advisor to strategic accounts:** Own the end-to-end technical strategy aligned to client business objectives; orchestrate IBM brands (Data & AI, Automation, Security, Hybrid Cloud) and partners to cover needs and deliver outcomes.
- **Technology leadership & delivery (hands-on):** Lead PoCs and programs across virtualization migrations, AI-at-scale, platform automation, cloud modernization, and FinOps—ensuring governance, security, and cost efficiency.
- **Principal AI architect across key accounts:** Designed architectures and proved the approach with hands-on PoCs, de-risking the path to production.
- **AI Evangelism:** Actively promoted IBM's AI suite (LLMs, governance, data) and IBM Research innovations to internal and external audiences, driving awareness and adoption across client engagements.

IBM

Madrid
Jan 2022 - Dec 2024

Principal Architect at Customer Engineering

- **Unified Framework Creation:** Spearheaded a cross-functional initiative to standardize IBM software architecture and deployment across platforms, hyperscalers, and global partner networks, ensuring scalability and alignment with security best practices.
- **First-of-a-Kind Solutions:** Architected Proof of Concepts (PoCs) using IBM Software and AI, facilitating seamless production transitions by coordinating with professional services and account teams.
- **AI Evangelism:** Actively promoted IBM's AI suite (LLMs, governance, data) to internal and external audiences, driving awareness and adoption across client engagements.

Dublin

Jul 2019 - Jan 2022

Worldwide Customer Engineering Technical Leader

- **Hybrid Cloud Expansion:** Led global technical sales teams in deploying hybrid cloud strategies through First-of-a-kind demos and PoCs, enhancing customer satisfaction and IBM's competitive positioning.
- **Agile Team Leadership:** Led a diverse team of ~30 professionals, guiding rapid MVP development via the IBM Garage Methodology.
- **Asset Development:** Directed the creation of reusable content for technical sales teams, generating tools that support client objectives and expand IBM's footprint.

New York

Sep 2016 - Jul 2019

Worldwide Strategic Projects Technical Leader

- **Innovative Project Execution:** Drove large-scale projects, generating \$55M in revenue by leveraging cutting-edge technologies and creating industry-first solutions featured in international publications.
- **Executive Reporting & Strategy:** Provided strategic insights to both internal and customer executives, fostering alignment on immediate and long-term goals.
- **Industry Reference Creation:** Partnered with sales and management to showcase these projects, establishing industry benchmarks and creating new business opportunities.

Dublin

Oct 2013 - Sep 2016

Worldwide Cloud Solution Architect

- **Strategic Cloud Architecting:** Acted as lead architect for IBM Cloud offerings and acquisitions, working with platforms like SoftLayer, OpenStack, CleverSafe, and Bluemix.
- **Cloud Evangelism:** Drove cloud adoption in traditional enterprises, highlighting the benefits of IBM's evolving cloud solutions.

Aug 2011 - Oct 2013

Technical Sales Architect

- Promoted cloud technology adoption within IBM and clients, exceeding 150% of targets by designing robust architectures across varying client sizes (from small to large) and sectors.

DENOE, SAAS SERVICES

Santander
Jul 2010 - Aug 2011

Technology Director & Co-Founder

- I co-founded this startup with focus on the emerging cloud technologies, building SaaS applications on AWS.

INNOVA CONSULTING

Santander
Oct 2008 - Jan 2011

Head of Systems Department

- Managed a sysadmin team (>8 people) supporting multiple startups, overseeing infrastructure scalability and optimization.

UNIVERSIDAD EUROPEA

Jul 2019 - Jun 2022

MBA Teacher: Cloud Business

- Delivered cloud business curriculum for the MBA IT module, educating future leaders on strategic cloud adoption and transformation.

EDUCATION

THE OPEN GROUP & IBM

2020

Distinguished Architect (L3 - Professional Certification)

- Recognized for thought leadership in IT architecture.

IBM

2013

IBM Master Sales School

- IBM master course oriented for sales accounts management and consulting.

IBM

2012

IBM Sales School

- IBM master course oriented for selling and consulting.

UNIVERSITY OF CANTABRIA

2011

Master in Business of Information Technology

- Management of information technology business.

UNIVERSITY OF CANTABRIA

2010

Telecommunications Engineering Major in Telematics

- Final Year project: "A configuration tool for a wireless sensor network on OpenWRT".

UNIVERSITY OF CANTABRIA

2007

Telecommunications Engineering Major in Electronics

- Final project: "PDC integral server assembly and software installation, with open source tools".