

# Manu Delgado Nieto

CIO - MBA@IESE - MIB@ISDI - Computer Science Engineer

✉ [manu@delgadonieto.com](mailto:manu@delgadonieto.com)  
☎ +34 622 206 999  
www [www.delgadonieto.com](http://www.delgadonieto.com)  
in [linkedin.com/in/mdnieto](https://linkedin.com/in/mdnieto)

## PROFESSIONAL PROFILE

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CIO with 18+ years of experience (9+ in the role) leading technology strategy across 3 industries (mobility, media, retail). Scaled operations from <300 to 4,000+ employees, with full P&L ownership at ExCom level.

Build and scale technology organizations in high-growth phases, with turnover well below industry standards. Repositioning technology as a business driver through data-driven decisions and automation with measurable ROI.

International background (Spain, Germany, Canada), including experience in PE/VC-backed environments and executive committee membership reporting directly to CEO.

**Management skills:** Strategic vision | Data-Driven Decision Making | Adaptability to new environments  
Multicultural teams | Customer orientation | Innovation

**OBJECTIVES:** CIO role with full P&L ownership and executive committee membership, reporting to CEO, where technology is a genuine business driver.

## PROFESSIONAL EXPERIENCE

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February 2025 – Present

**CIO ES – Afflelou Group** - Madrid

**ALAINAFFLELOU**

- Member of **Executive Committee** reporting directly to CEO. Leading a 25-person team (internal + external consultants) across Product, Engineering, Data, Infrastructure and Cybersecurity.
- Full **ownership of Technology P&L** (~€5M annual budget), including OPEX and CAPEX planning, allocation and execution across 380+ retail locations.
- Transforming the Tech department through **Agile methodology** and OKRs, shifting focus from technical tasks to business problem-solving with **ROI-driven prioritization**. Repositioned Product as a core organizational function.
- Leading consolidation of the enterprise technology stack (**Salesforce**, ERP, multi-site POS, Azure) to resolve **critical technical debt** accumulated over years, alongside data cleansing and stabilization programs.
- Unblocked strategic projects **stalled for 7+ years**: electronic delivery notes automation, new product management system, and marketing campaign automation.
- Implemented **genAI-based IT support**, resolved critical **RFID inventory** issues, and modernized product workflows reducing processing times.

October 2018 – October 2024

**CIO - Vecttor (Cabify Group)** - Madrid

**cabify**

*Part of Cabify Group, Vecttor operates one of the largest ride-hailing fleets in Spain*

- **Member of Executive Committee** reporting directly to CEO. Built and led **Product, Software Development, Systems, Data, and Processes** areas from the ground up.
- **Scaled technology organization from start-up phase (<300 employees) to consolidated company (4,000+ employees, ~€200M revenue, positive EBITDA)** in a complex regulatory environment. Built 25-person tech team with <5% turnover (industry-lowest) and highest eNPS scores across the company.
- Defined and executed the **Digital Transformation strategy** and **data-driven culture**, designing the complete technology stack to support exponential growth and operational excellence.
- Implemented **Agile methodology** tailored to corporate needs, supported by Jira and Confluence automation, with extremely high departmental performance and delivery velocity.
- **Reduced hiring costs by 60%+ through end-to-end recruitment automation** combining ATS, genAI candidate screening, and automated workflows, the most cost-intensive process in a high-turnover distributed workforce.
- Delivered **end-to-end automation** across the company: ERP as core integration platform, IoT for fleet operations (telemetry, mobile vehicle access, mobile POS), **genAI** for hiring and frontline workforce support, and Azure cloud infrastructure (Kubernetes, data lakes, APIs).
- Built custom Apps for operational control and BI dashboards with **predictive analytics** and statistical inference algorithms, enabling strategic decision-making.
- Led **technology adaptation to Electric Vehicle operations** (CPO, eMSP), navigating the operational paradigm shift and minimizing service disruption during the transition.

## PROFESSIONAL EXPERIENCE (cont.)

April 2016 – September 2018

**CIO - elEconomista.es - Madrid**

- Led **Systems, Development** and **Production** areas. Member of the **Executive Management Team**.
- Defined the Digital Transformation strategy of the company. Cloud projects, Big Data, digital workplace, ERP, CRM, Marketing Automation, and GDPR adaptation.

**elEconomista.es**

June 2012 - April 2016

**Project Manager / Business Consultant - Freelance - Madrid**

*MAPFRE is the largest insurance company in Spain. Santander is the largest bank in Spain.*

*Contracts: Bull (now Atos), Efron (now Gfi) and Cumbria. Time between projects: less than 3 weeks in total.*



August 2011 - May 2012

**Business Development Consultant and Sales - Toronto HiFi - Toronto, ON, Canada**



May 2007 - May 2011

**Business Consultant**

**Bull (now Atos) - Madrid & Mönchengladbach, Germany**



June 2006 - May 2007

**Technical Coordinator - Prosegur Tecnología - project at Metro de Madrid**



## EDUCATION



**Executive MBA - 2015**

**IESE Business School**

2-year Master's Degree  
Madrid | Barcelona | Shanghai | New York



**MIB - 2021**

**ISDI - Madrid**

1-year program  
Digital Transformation Master's Degree



**Ingeniero en Informática - 2006**

**Universidad Politécnica de Madrid**

BSc+MSE - 5-year degree in Computer Science Eng.



**IELP - 2011**

**Brock University - St. Catharines, ON, Canada**

Merrit Award: highest degrees of the program

## CERTIFICATES AND OTHER RELEVANT STUDIES

HCMBOK - Change Mgmt - 2014

License number: HCMBOK-3-927

PMI-ACP (Agile Practitioner) - 2016

TOEIC - 2013

Results 970 over 990

## INTERNATIONAL EXPERIENCE



Studied:

Madrid, Spain  
St. Catharines, ON, Canada  
New York, NY, USA  
Shanghai, China

Worked:

Madrid, Spain  
Toronto, Canada  
Mönchengladbach, Germany