
Alex Sanz

Technical Lead | Applied AI & Product Engineering

Target roles: Technical Lead | AI Lead | Head of Engineering

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Professional Summary

Technology leader and product engineer with 15+ years in enterprise software, banking and retail in Spain and the UK. Experience managing people, hiring decisions, vendors and budgets, and defining technology strategy with executive leadership. Combine hands-on AI engineering with platform architecture. Lead AI adoption at Andreu World and build Nala. Previously led iOS architecture and technical coordination across four Santander markets.

Technical Skills & Leadership

Applied AI: Generative AI; Large language models (LLMs); OpenAI; Google Genkit; RAG (Retrieval-Augmented Generation); Semantic search; AI agents / tool orchestration; Ollama; Evaluation and observability

Leadership: Technical leadership; People management; Hiring; Budget management; Vendor management; Technology strategy & roadmaps; Executive stakeholder management; Agile delivery

Engineering & platforms: System design; REST APIs; Kubernetes; Argo CD; GitOps; CI/CD; Next.js; React; TypeScript; iOS / Swift / SwiftUI

Data: SAP integration; Data lake; ETL; Dagster; Oracle SQL / PL/SQL; Business Intelligence

Languages: Spanish: Native ; English: Professional

Professional Experience

Technology Innovation Lead

Andreu World · Valencia, Spain | Oct 2024 - Present

Lead technology strategy, platform architecture and enterprise AI adoption, aligning technical teams and business stakeholders from discovery to delivery.

- Design and build a data lake connecting SAP with group applications, exposing data as services and vector representations for semantic search and applied AI.
- Develop private cloud infrastructure with Kubernetes, Argo CD and GitOps for continuous delivery of platform services.
- Lead configurators, quoting systems and digital asset platforms, defining scalable and maintainable architectures.
- Redesigned pricing and product information processes through as-is analysis and to-be workflows across commercial, operations and technology teams.

Applied AI Projects

Founder & AI Product Engineer

Nala · nalaproject.com | 2024 - Present

Build Nala, a conversational AI assistant for children with autism, language delays and learning difficulties, owning architecture, product design and production deployment.

- Build the AI runtime with Next.js, React, Genkit and OpenAI: LLM orchestration, tool use, controlled session memory, streaming and observability.
- Design intent detection, safety evaluation, fallback paths and profile-based personalisation, with a family dashboard for limits and preferences.

Previous Professional Experience

iOS Technical Lead

Santander Spain · Plexus · Remote | Jun 2023 - Nov 2023

Led core architecture for OneApp across Spain, the UK, Portugal, and Poland, aligning technical decisions across multiple markets and teams.

iOS Technical Lead

Inditex · Cognizant · Valencia, Spain | Oct 2022 - Jan 2023

Led agile squads responsible for the Retail Director App and real-time operational reporting capabilities in the Inditex environment.

- Technical prioritisation, delivery quality and coordination with product and business stakeholders.

iOS Technical Lead

Santander UK · Milton Keynes, United Kingdom | Jan 2018 - Jun 2022

Led iOS initiatives within the innovation area for mobile financial products used at scale.

- Defined product architecture and system design with demanding UX, security and performance requirements.
- Coordinated platform rollouts across Spain, the UK, Portugal and Poland, aligning technical and business stakeholders.

Senior iOS Developer

Santander UK · Milton Keynes, United Kingdom | Aug 2015 - Jan 2018

Senior iOS developer focused on innovation initiatives and high-quality mobile experiences in financial services.

Earlier experience: mobile engineering, data and systems

William Hill · Sportingbet · Capgemini · GFT · Spain and the United Kingdom | Jan 2006 - Aug 2015

- iOS development for casino and betting products at William Hill and Sportingbet.
- Mobile specialist and BI consultant at Capgemini for Bancaja, including Oracle SQL, PL/SQL, and reporting work.
- Early experience in application operations, issue resolution, and evolving requirements at GFT.

Professional Development

Applied AI professional development

Independent learning and personal projects | Nov 2023 - Aug 2024

Sabbatical focused on applied AI, local models, retrieval-augmented generation (RAG) and LLM orchestration.

Awards and Community

Awards and technical community

- Payoo: Best Innovation App, Santander UK (2016). OnePay: Innovation Financial Award, Santander UK (2018).
- Top 100 MVP, Capgemini Financial Services. Founder of the Santander UK mobile community.

Education

Engineering in Telecommunication Technologies

University of Valencia | 2002 - 2005