Personal Information

Name: Jesús Freire Costas
Location: Madrid. Spain
Cell Phone: +34626017316
Email: jesusfreire@es.ibm.com
Linkedin: https://www.linkedin.com/in/jesusfreire



Profile

IBM GBS Global Banking CoC CTO and Distinguished Engineer. Currently leading large complex opportunities and projects, offerings definition and assets on core system evolution, digitization and cloud adoption in banking. IBM Next Generation Architecture for Banking leader. Expert in banking architectures, technology and disruptive digital business models with more than twenty years' experience in the financial services sector, working for leading financial institutions worldwide. IT Strategist, Chief Architect and Project Manager in complex big deals and projects in banking enterprise architecture, business transformation and new delivery models. Strong background and experience on all the IT areas in banking, from infrastructure and operations to application architecture and innovation.

Career History

2019– current. IBM Consulting. Global Banking CoE CTO. Reporting to the CoE VP.

- **Large transformational deals in Banking and FM**. Proposals and projects. **Chief Architect and Technical Leader** for complex architectural projects using new architectural styles like hybrid cloud, microservices for hyper-modular systems, data architecture and analytics. IT and Architecture transformation planning and delivery.
- Specialised on **core banking system transformation to cloud native models**. Using new technologies for legacy transformation, from legacy analysis to target architectural models, defining transformational roadmaps.
- Leading the new IBM **Next Generation Architecture for Banking.**
- New **GBS Digital Core Offering** (core system evolution) and **Digital Bank Offering** (cloud native banking system) technical leader.
- **Cloud Native modular systems transformation and design**. Hybrid Multicloud systems. Kubernetes clusters. Modularization with BIAN, DDD, Event Storming. Data consistency and semantic transactions in microservices.
- **Agile Enterprise Architecture**.
- **Global scope**, working mainly in Europe, MEA and Asia (China).

2012 – 2019. IBM S&D. Banking & CTO, Europe. Member of the European Banking & FM management team, reporting to the Europe VP for Banking & FM. Responsible for:

- **Large multi-brand deals**. Working as CTO with the local account teams, the global IBM experts, financial analysts and business development executives to identify the customer financial performance gaps and lead the team that defines the architecture and technical solution (involving externalization and efficiency -IT SO, AMS SO, BPO, Cloud- and innovation/growth areas – digitization, business transformation, core systems evolution). Leading special projects' delivery.
- **Strategic opportunities** involving innovative approaches to create new technical or business models, architectures and assets that can revolutionise the market and be the starting point of new IBM solutions, in areas like digitization, omnichannel integrated experience, smarter commerce, advanced analytics, APIs, core system evolution, etc.
- Working with European and global customers, **board level**. Developing customer relationships at the **CXO level** and influencing their strategy. **Business and technology alignment**

- **Leading** the IBM Digital Banking Framework asset. Adopted globally in IBM and already used on around fifty customers, this framework defines the banking digital capabilities and the new information system architecture that should support the banking digitization process.
- **Leading** IBM Next Generation Architecture for Banking.
- **Innovation in banking**. Thought leadership and innovative points of view definition: Business platforms in banking and digital ecosystems, Internet of Things in banking, banking workloads in cloud, new generation of core system architectures and blockchain.
- Analysing the European banking environment and customers to **define the IBM vision in the sector** and identify the IBM solutions workable in Europe. Provide feedback to the global solution managers to create or adapt solutions to our geo specificities.
- Supporting opportunities **around the world** as banking architecture SME.
- **Leading the banking technical community in Europe**, a team of regional leaders and senior technical architects working in IBM banking customers (100+ team).

2010 – 2012. IBM S&D. WW Client Technical Advisor for Santander Group. Lead architect, client-facing (CXOs, Technical Managers) role providing expert advice to address Santander strategic initiatives. Technical coordination of all the IBM brands (HW, SW and Services) in Spain and management of the IT Architect teams in all the Santander IT geos (Spain, UK, Brazil, Mexico, etc). Reporting to the Integrated Account Managing Director. As part of the integrated account core team participation in the yearly account strategy and planning (financial, commercial, technical) leading the IBM technical strategy for Santander.
Working with the Santander technical leaders in key strategic areas that defined the IT bank evolution.
Some meaningful initiatives: HA/DR Strategy and Design, Advanced Analytics Architecture (big data), BPM Architecture, Complex Event Processing and Business Rules Management Systems, Core banking development environment transformation, private cloud, new DC architecture, Social Business in Banking, IBM Research relationship setup.

1998 – 2010. IBM Global Business Services (GBS). Lead IT Architect and PM for the Financial Services sector (banking, insurance) in the SPGI region (Spain, Portugal, Greece and Israel). Reporting to the regional sector leader as part of the management team to define the GBS technical strategy for the sector and lead the architects' community.
Responsible for pre-sales, offer development and project delivery. Chief architect and project manager in banking and insurance engagements.

April 1994 - November 1998. TIASA (acquired by INDRA). Developer, Technology Consultant. Artificial Intelligence, OO Databases, advanced GUI.

Academic experience

- Member of the IBM team that collaborated on the design of the Universidad Rey Juan Carlos degree on Service Science Management and Engineering (grado en Ciencia, Gestión e Ingeniería de Servicios), between 2011 and 2015
- Creator and lecturer of the course Enterprise Architectures (Arquitecturas Empresariales) in 2017-2018 and currently (2022-2023)
- Lecturer of the course Consultancy Services (Servicios de Consultoría). Currently 2022-23
- IE University, Lecturer. Bachelor in Information System Management (2017-2021)

Other activities

- Member of the IBM FSS Advisory Board.
- Member of the IBM FSS Research Advisory Council
- Member of the IBM Academy of Technology

- Chairman of the IBM SPGI (Spain, Portugal, Greece and Israel) Technical Expert Council TEC), an affiliate to the IBM Academy of Technology (2011-2014). Currently TEC member (core team).
- Innovation in banking:
  - IBM Next Generation Architecture for Banking
  - IBM Digital Banking Framework (https://ibm.ent.box.com/folder/32155775951)
  - Digital Ecosystems. API Economy publication co-author: (http://www.redbooks.ibm.com/abstracts/redp5096.html?Open)
  - Exploring IoT in Banking. LinkedIn group leader: https://ibm.biz/BdX3wV
  - IoT en Banca. La Banca Innova: http://labancainnova.com/iot-en-banca/
  - Digital Banking Ecosystems: API Economy and IoT: https://jesusfreire.wordpress.com/
- Founder of the Association of Enterprise Architects, Spanish chapter
- Global SME Banking Industry and Technology, supporting initiatives in all the IBM geos.
- Mentor and Instructor

Education

- ***MBA***, Warwick Business School. University of Warwick, UK. 2010
- ***Doctorate courses***: Artificial Intelligence and Expert Systems. Applied Mathematics Dpt. Escuela Técnica Superior de Ingenieros de Telecomunicación. Universidad Politécnica de Madrid (1993-1995).
- ***Ingeniero Superior en Telecomunicaciones***. Escuela Técnica Superior de Ingenieros de Telecomunicación. UPM (1992). Thesis: Intelligent Tutoring Systems (1990-1992).

Professional Qualifications

- ***The Open Group Distinguished Certified IT Architect*** (Level 3), December 2009
- ***IBM Senior Certified Architect: L3 Thought Leader***. Specialization in Enterprise Architecture. July 2009.

Languages

- Spanish: Native
- English: Fluent
- Portuguese: Basic