

Yuri Hidalgo Alonso

Business Transformation Executive

Senior transformation leadership for complex change.

Connecting strategy, operating models, people, enterprise systems, technology, governance and execution - from transformation intent to operating reality.

EXECUTIVE CAPABILITY

LEADERSHIP

- Transformation direction
- Executive alignment
- Decision governance

BUSINESS

- Operating models
- Process & operations
- Commercial context

TECHNOLOGY

- Enterprise systems
- Integration & data
- Digital platforms

EXECUTION

- Strategic PMO
- Programme delivery
- Change & adoption

TRANSFORMATION CONTEXTS

Transformation Alignment

Programme & Deployment

Enterprise Systems

Operational Scaling

Hospitality Technology

M&A Integration

SELECTED TRANSFORMATION EVIDENCE

SEPTEO HOSPITALITY IBERIA

Post-acquisition integration across organisations, systems, master data, processes, service delivery and adoption.

PISCINAS RUMAFI

Operating-model and digital transformation connecting processes, systems, workplace and adoption.

MASD MEDITERRANEO

Hospitality transformation across operations, revenue, direct distribution and digital capability.

TYPICAL ROLE RELEVANCE

- Fractional Executive
- Transformation Director
- Strategic PMO / Programme Director
- Enterprise Transformation Lead
- Hospitality Technology Lead
- Post-Merger Integration Lead

Strategy -> Systems -> Execution

Current executive profile, selected evidence and contact route:

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