

JOHN CEDRICK A. DE LAS ALAS

Data Analytics Manager | SaaS Founder and CEO | Business Intelligence Leader
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PROFESSIONAL SUMMARY

Data Analytics Manager and SaaS entrepreneur with 8+ years of experience delivering Business Intelligence (BI), Data Governance, and enterprise analytics solutions across Fortune 500 and digital-first environments. Expert in Tableau, Power BI, Oracle Analytics Cloud, SQL, and Python, Lean Six Sigma Green Belt certified, with a proven record of reducing reporting time by 40%, improving data quality compliance by 30%, and cutting onboarding time by 40% at Schneider Electric. Founder and CEO of AHA Innovations, a white-label GoHighLevel (GHL) SaaS platform serving 1,583+ active customers with enterprise-grade business automation at accessible price points.

SKILLS AND CORE COMPETENCIES

BI and Visualization: Tableau, Power BI, Oracle Analytics Cloud (OAC), Dashboard Development, KPI Reporting
Data Engineering and Governance: SQL (Oracle, Amazon Redshift), Python, Tableau Prep, Oracle RPD, Oracle Data Integrator (ODI), Data Modeling, Data Quality Management, Business Glossary
Cloud and Low-Code Development: Oracle Cloud Infrastructure (OCI), Autonomous Data Warehouse (ADW), Oracle Visual Builder Cloud Service (VBCS), Supabase, Unix Scripting, n8n
AI Tools: ChatGPT, Gemini, Claude, Cursor, Lovable, Antigravity, Canva
Project Management: Agile, Scrum, Kanban, JIRA, ClickUp, SDLC
Methodologies: Lean Six Sigma (Green Belt), Data Governance Frameworks, Process Improvement
CRM and Leadership: GoHighLevel (Funnels, Workflows, CRM), People Management, Coaching, Public Speaking, Stakeholder Management

PROFESSIONAL EXPERIENCE

Data Governance Manager

2022 to Present

Schneider Electric | Data Analytics Bootcamp Instructor (Concurrent Role)

Philippines

- Lead end-to-end data governance operations covering data cleaning, quality, and stewardship for enterprise analytics serving global business units.
- Designed and implemented data quality processes with defined business rules and documented workflows, improving data quality compliance by 30%.
- Developed Tableau dashboards and SQL reports tracking key business metrics, reducing reporting time by 60% and accelerating executive decision-making.
- Built structured learning paths and mentored career shifters and fresh graduates, cutting onboarding time by 40% and converting new hires into productive contributors within 6 to 12 months.
- Manage the Data Steward Team using Kanban methodology, tracking daily deliverables and fostering autonomy through blocker removal and high-performance coaching.
- Created and maintained an enterprise business glossary, standardizing data terminology across regional teams and eliminating definitional ambiguity.
- Delivered Tableau training programs across the regional hub, raising organization-wide analytics competency.
- Serve as annual Bootcamp Instructor and designated Subject Matter Expert (SME) in Analytics for multiple cross-functional enterprise projects.

Founder and CEO

2024 to Present

AHA Innovations | SaaS Business Automation Platform

Philippines

- **End-to-End Operations:** Lead all facets of the business covering daily operations, strategic planning, and scaling of a white-label GoHighLevel (GHL) platform built for business automation.
- **Technical Architecture:** Architect and deploy the full GHL stack including complex sales funnels, automated workflows, and CRM configurations, delivering enterprise-grade tools at accessible price points.
- **Sales and Growth:** Drive revenue growth by managing the full sales cycle, generating 1,700+ total registrations and maintaining an active base of 1,583 SaaS customers as of early 2026.
- **Product Strategy:** Orchestrate a Filipino-first business solution strategy, positioning the platform across three competitive pricing tiers: \$10 Basic, \$39 Agency, and \$59 Enterprise.

- **Customer Success:** Oversee technical support and client onboarding, ensuring high retention through personalized automation solutions and a humane, relatable service model.

Senior Software Engineer

2018 to 2022

Accenture | Annual Bootcamp Instructor for new hires

Philippines

- Delivered BI reports, dashboards, and SQL/BI application deployments on schedule, aligning with project objectives and global client expectations.
- Led multiple projects as sub-lead, balancing competing priorities and ensuring timely, quality delivery across client portfolios.
- Developed custom data products and low-code web applications using Oracle Visual Builder Cloud Service (VBCS) and Oracle Data Integrator (ODI), delivering end-to-end solutions for enterprise clients.
- Provisioned and managed Oracle Cloud Infrastructure (OCI) instances including Autonomous Data Warehouse (ADW) and Oracle Analytics Cloud (OAC) for global enterprise clients.
- Gathered and analyzed client requirements, translating business needs into actionable BI solutions that improved decision-making and client satisfaction.
- Presented dashboards and insights to clients and stakeholders, enabling data-driven decisions across global teams spanning multiple time zones.
- Automated Oracle Analytics Cloud Health Check monitoring using Unix scripting, eliminating manual oversight overhead.
- Trained new employees and clients on BI tools as annual Bootcamp Instructor, accelerating onboarding and strengthening tool adoption.

EDUCATION

Master of Science in Information Technology

Expected 2026

De La Salle University, Dasmariñas

Status: Running for Latin Honors (Ongoing Thesis)

Bachelor of Science in Information Technology

2013 to 2017

Adamson University

CERTIFICATIONS

- Lean Six Sigma Green Belt, Schneider Electric (2025) | Lean Six Sigma Yellow Belt, Schneider Electric (2023)
- Tableau Business Intelligence Analyst Professional Certificate (2024)
- Google Advance Data Analytics Professional Certificate (2026)
- Google Data Analytics and Google Business Intelligence Professional Certificate (2023)
- Organizational Leadership, Northwestern University (2023)
- Oracle Cloud Platform Enterprise Analytics, Professional Certificate (2022)
- Oracle Cloud Professional Certifications: OCI Foundations (2020, 2021) and Oracle BI Foundation Suite 11g Certified Implementation Specialist

KEY ACHIEVEMENTS

- Promoted to Manager of the Data Stewards Team at Schneider Electric and to Senior Software Engineer at Accenture.
- Led team to Top 20 (Semifinals) in the Ideas to Outcome FY20 Innovation Contest, competing against 20,000+ participants.
- Won the Championship at the Oracle IPS Hackathon FY20 by delivering an innovative analytics solution.
- Recognized as one of the Most Outstanding Employees of FY20 at Accenture.
- Led enterprise automation of the Data Steward Process, modernizing Data Governance operations.
- Delivered multiple public speaking engagements including corporate training, conference keynotes, and academic keynote addresses.

LANGUAGES

Filipino (Native Proficiency) | English (Professional Working Proficiency)