

# Antonio Salmeron

## IT and Business Consultant

- Qualifications:
  - Ph.D. in Information Technology.
  - Master in Business Administration.
  - Specialist in Real Estate Management.
- Experience:
  - 27 years in software engineering (1984-2011).
  - 22 years in business management (1989-2011).
- Index:
  - [Qualifications.](#)
  - [Experience.](#)
  - [Publications, Presentations, etc.](#)
  - [Complementary Information.](#)
  - [Contact.](#)



## Qualifications

### Main Qualifications

- Specialist in Real Estate Management, Department of Private Law, University of Burgos, 3 years, 2008-2011.
- Master in Business Administration (Executive MBA), IESE Business School, University of Navarra, 2 years, 1995-1996.
- Doctor Cum Laude in Artificial Intelligence / Computer Science, Technical University, Madrid, 2+3 years, 1986-1988, 1989-1992.
- Software engineer, Computer Science School, Technical University, Madrid, 5+1 years, 1981-1986, and 1987.

### Received Courses

- «Internet Application Security» and level 10 of 10 in the hacking test of the Internet Security Institute, Madrid, 2003.
- «Graduate Management Admission Test» course and score above the 80th percentile, Princeton University, New Jersey, 1994.

## Experience

### IT and Business Consultant

- April 2005 to date.
- Working for/with: Andaira Technology, ANECA (Agencia Nacional de Evaluación de la Calidad y Acreditación), Antena 3 / A3 Advertising, Asisa, Atari, AVPPM (Asociación de Vendedores de Prensa Profesionales de Madrid), Ayuntamiento de Madrid, Banco Santander, CECA (Confederación Española de Cajas de Ahorros), Colonial-Riofisa, Comaof, Comisión Nacional de la Competencia, Data Segmento, Ejército de Tierra, Cuartel General de la Fuerza Terrestre, Michelín, Panini, Telecor, Vertice Sistemas, etc.

### General Manager and shareholder of Bayes Forecast

- Since 1995 to 2005.
- Leading and mentoring a group of 50+ economists, software engineers and mathematicians.
- External projects:
  - Responsible for the commercial actions, whole planning, execution, and goal achievement of the projects for client companies like Coca-Cola, Microsoft, Telefónica, Spanish National Uranium Institute, Mercadona, Carrefour, Forces Elèctriques d'Andorra, Grupo Sogecable, Movistar, NCR, Unidad Editorial, etc.
  - These projects included electronic capture of information, analysis and modelling of huge and dynamic operational and sales data, reporting and delivering forecast estimates, business intelligence and customer relationship management and marketing (CRM).
  - Development environment: OS: Windows, Linux, Aix, Irix, and Solaris; DBMS: Oracle, SQL Server, and Teradata (data

warehouse); Languages: C++, C, JavaScript, Visual Basic, Html, and TOL.

- Internal projects:
  - TOL (Time Oriented Language) Project founder: <http://www.tol-project.org> (Open Source Software)
  - Several web crawling systems based on ad-hoc or heuristic search (references and keywords matching).

## Sales Director and founder of EQ Intelligent Systems

- Since 1991 (startup of the company) to 1995.
- Advanced software systems developed for clients such as Alcatel, National Bank of Spain, National Statistics Institute, Madrid Underground Transport, El Corte Ingles and Schindler.
- Development environment: OS: HP-UX and Windows; DBMS: Oracle and Informix; Languages: C with OSF/Motif.

## Initial Experience

- Collaborator in forecasting programming with the Department of Operations Research, UNED University, Madrid, 1988-1989.
- Developer of systems for electronic capture (OMR, Optical Mark Reader) and reporting and diagnostic for a military psychology centre, Ministry of Defence Madrid, 1990-1991.
- Researcher in deep diagnosis and qualitative risk simulation for Repsol (petro-chemical industry), Tarragona, 1988-1989.
- Manager of the Computer-aided Design and Manufacturing Group in Amper (electronic industry), Madrid, 1986-1987.
- Scholar, «Risk assessment expert system», Santander Bank, Madrid, 1985-1986.

---

# Contributions

## Publications

- Coauthor, «A Time series approach for broadcast television advertising», University Rey Juan Carlos, Madrid, November of 2009.
- Coauthor, «Current situation of the newspapers stores of Madrid», ED Encuentros Diarios, monthly magazine, number 135, year XIII, AVPPM, Madrid, May of 2009.
- Author, «Learn Chinese and Tang poetry», OES Chine magazine, numbers 9, 10, 11, 12 & 13, 5 publications with different poems each, Málaga, 2008, 2009 & 2010.
- Co-researcher, «White Book of Newspapers Sales Stores», Council of Madrid & Rey Juan Carlos University, Madrid, January of 2007.
- Author, cover painting of the magazine «der Rückfall, Zeitung der Fachschaft Medizin», Technische Universität München, 2006-2007.
- Author, «A residence crowned by gigantic eggs [a memorial of Salvador Dalí]», Published in the «20 Minutos» newspaper, page 30, Madrid, June of 2010.
- Artwork author, «Time's Up; Finding Resonance and Relevance in Revelation; A Ten-Class Bible Study», written by Bill Albing, April of 2006.
- Coauthor, «Time Oriented Language (TOL): Basic Programming Guide», book with 130 pages, Madrid, February of 2005.
- Coauthor, «Computer science dictionary», Foundation for Industrial Innovation & Computer Sciences School (UPM), Madrid, 1996.
- Coauthor and technical coordinator, «Modules of artificial intelligence & experts systems», Ministry of Public Administration, 4 editions, Madrid, 1992, 1996, 2002 & 2009.
- Coauthor, «2nd generation architectures for the deep diagnosis in industrial plants», Papers of the 4th Technical Meeting of the AEPIA, Scientific Research Council, Madrid, 1991.
- Coauthor, «Constraint programming», Papers of the Declarative Programming Symposium, Malaga University, Malaga, October of 1991.
- Coauthor, «A knowledge based environment for artificial intelligence modelling of industrial problems: Preliminary concepts», INCOM'89, IFAC, Madrid, 1989.
- Coauthor, «Database query optimization», Chip Magazine, number 76, pages 37-47, Arcadia Editions, Madrid, 1988.
- Coauthor, «Intelligent computer-aided design», Contributes Papers of the International Conference on Artificial Intelligence, II World Basque Congress, Donosti, September of 1987.

## Given Courses

- Teacher, «Computer science concepts», Ministry of Public Administration & Ortega y Gasset Foundation, Madrid, 2 editions, 1995 & 1996.
- Teacher, «Hardware concepts», Master of Traffic Engineering, DGT, 2 editions, Madrid, 1994 & 1995.
- Teacher, «IBM Tirs Tool», National Statistics Institute & El Corte Ingles, 2 editions, Madrid, 1993.
- Technical coordinator and teacher, «Master in commercial expert systems», IMAF, Community of Madrid, 5 annual editions of

620 hours each, Madrid, 1991-1995.

- Teacher, «IBM Guru tool», University School of Computer Science, Technical University, Madrid, 1989.
- Teacher assistant, «IBM Series/1 RPS operating system», Computer Science School, Technical University, Madrid, 1983.

## Presentations

- Speaker, «If the public flows, why not to adapt our response?», Business Intelligence Forum, Interban Network, Madrid, March of 2009.
- Speaker, «First Forecasting Event», SAS Institute, Madrid, June of 2006.
- Speaker, «Publicity optimization», IE Business School, Madrid, 2004.
- Speaker, «Electrical data modelling», Industrial Engineering School (Technical University of Madrid), Madrid, 2004.
- Speaker, «Strategic discussion», Forest - Forecast & Strategy Club (CEPREDE), Cámara de Comercio e Industria, Madrid, October of 2002.
- Speaker, «Architecture for time oriented systems», Antonio de Nebrija University, Madrid, 2000.
- Speaker, «Dynamic modelling of markets», Salamanca University, Salamanca, 2 editions, 1999 & 2001.
- Speaker, «Advanced forecasting», Institute of International Research (IIR), Madrid, 1996.
- Speaker, «Time to market & concurrent engineering», Structural Dynamics Research Corporation & Hewlett-Packard, 2 editions, Madrid & Barcelona, 1992.
- Speaker, «2nd generation architectures for the deep diagnosis in industrial plants», Universidad de Extremadura, Caceres, 1992.
- Speaker, «Artificial intelligence & knowledge based systems», Complutense University, Madrid, 1991.
- Author, «Reasoning over the behaviour of physical systems», Civil Engineering Expert Systems, Civil Engineering European Cursus, Madrid, 1989.
- Coauthor, «Prolog II language», Artificial Intelligence Symposium, AEPIA, Madrid, 1985.

## Intellectual Property

- Author, «Learn Chinese and Táng poetry», Intellectual Property Register, number 16/2009/9955, Madrid, June of 2009.
- Author, «Automatic painting 1991/2004; 210 paintings using inks, watercolors and others media», Intellectual Property Register, number 16/2008/9490, Madrid, February of 2008.
- Author, «Sensory analysis of systems», Intellectual Property Register, number 16/2009/5854, Madrid, February of 2008.
- Author, «Translation of juejus of the Tang dynasty», Intellectual Property Register, number 16/2009/5853, Madrid, February of 2008.
- Author, «Illustrations for Les fleurs du mal; 128 painting for 128 poems of C. Baudelaire», Intellectual Property Register, number 16/2008/9489, Madrid, February of 2008.

## References and appointments

- Cited in «El quiosc cerca el seu paper en l'era digital» by Francesc Muñoz Dorado, L'Econòmic, weekly publication, Hermes Comunicacions, Barcelona, January of 2011.
- Interviewee in «con-Q y su tienda online con-q.es», ED Encuentros Diarios, monthly magazine, number 151, year XIV, AVPPM, Madrid, November of 2010.
- Referenced in «The Prime Time not always obtains the best ROI», by Madrid I+D and by SINC, Madrid, December of 2009.
- Referenced in «The Centralized Payments System, a crucial step» by a:DiToday, number 138, year XIII, Barcelona, October of 2009.
- Interviewee in «The Centralized Payments System, a crucial step» by ED Encuentros Diarios, monthly magazine, number 138, year XIII, AVPPM, Madrid, September of 2009.
- Cited in «Numbers and Letters of Pedro Reina» by Juan M. R. Parrondo, Reseach & Science Magazine, Barcelona, April of 2008.
- Doctoral thesis referenced in the «Sigart Bulletin», volume 4, issue 1, ACM Press, Information Sciences Institute, California, January of 1993.
- Referenced in «The 1991 AI Directory: The Directory of the Artificial Intelligence Industry», page 69, AAI, ACM-SIGART, CSCSI y SMIA, California, 1991.
- Cited by Francisco Javier Gisbert as collaborator in his doctoral thesis about «Intelligent computer-aided design systems», page V, Technical University, Madrid, 1986.

---

## Complementary Information

### Interesting data

- Collaborator of Miguel Angel Núñez, «Application of the knowledge engineering for the evaluation of personality questionnaires», Awarded with the second prize in military psychology research, Ministry of Defence, Madrid, 1992.

- Students' representative in the Legislative Congress of the Technical University, Madrid, 1984-1985.
- Students' representative in the Council of the Computer Science Faculty, Technical University, Madrid, 1983-1984.
- Students' representative of the third course of the Computer Science Faculty, Technical University, Madrid, 1983-1984.

## Personal interests

- Chinese language (Mandarin basic level) and translation of Tang Dynasty poetry (VII-X AC), available website with own translations at <http://www.jueju.es>.
- Painting with inks and watercolors, available website with own production at <http://www.inkwatercolor.com>.

---

## Contact

- Antonio Salmeron Cabanas
- mobile: (+34) 690 855 320
- office: (+34) 913 202 884
- fax: (+34) 913 208 438
- url: <http://www.asolver.com>
- email: [asalmeron@asolver.com](mailto:asalmeron@asolver.com)
- address: Josefa Valcárcel 8, 28027 Madrid, Spain
- P.O. Box 29009, 28080 Madrid, Spain

---

**Antonio Salmeron, PhD CS, MS CS, executive MBA, Specialist in Real Estate; Madrid (Spain), 2011**