

Antonio Salmeron

IT and Business Consultant

- **Qualifications:**
 - Ph.D. in Information Technology, UPM.
 - Master in Business Administration, IESE, UNAV.
 - Specialist in Real Estate Management, UBU.
- **Experience:**
 - 39 years in software engineering (1984-2023).
 - 34 years in business management (1989-2023).
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Qualifications

Main Qualifications

- Software engineer, Computer Science School, Technical University, Madrid, 5+1 years, 1981-1986, and 1987.
- Doctor Cum Laude in Artificial Intelligence / Computer Science, Technical University, Madrid, 2+3 years, 1986-1988, 1989-1992.
- Master in Business Administration (Executive MBA), IESE Business School, University of Navarra, 2 years, 1995-1996.
- Specialist in Real Estate Management, Department of Private Law, University of Burgos, 3 years, 2008-2011.
- Graduate in Criminology, San Antonio Catholic University, Murcia, 2013.

Received Courses

- «Criminal Law and New Technologies», taught by judges and prosecutors of the Supreme Court, Legal Circle, 2012.
- «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, consultant for: Andaira Technology, ANECA (National Agency for Quality Assessment and Accreditation), Antena 3 / A3 Advertising, Asisa, Atari / Namco Bandai, AVPPM (Association of Newspapers Kiosks of Madrid), City council of Madrid, City council of Guadalix, Banco de Santander, CECA (Spanish Confederation of Savings Banks), Colonial-Riofisa, Comaof, Data Segmento, Imperial Tobacco, Japan Tobacco International, Plaion / Koch Media, Michelín, Microsoft, Vértice Sistemas, Army (Headquarters, Psychology Service, Command Headquarters of Canarias and Training and Doctrine Center), Complutense University of Madrid (Faculty of Economics and Business y School of Business Studies), University of Cádiz (Access and College Counseling), University of Navarra (Admissions Service and Quality Department), Technical University of Madrid (School of Agricultural Engineers), Rey Juan Carlos University (Higher Technical School of Telecommunications Engineering, Management and Information Systems), etc.

Administrator of Henar Housing

- Since 2011: Administrator of Henar Housing, a company specializing in charming residential and commercial rentals within early 20th-century buildings, brimming with history and character.

General Manager of Bayes Forecast

- Since 1995 to 2005: Leading and mentoring a group of 50+ economists, software engineers and mathematicians. 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).
- Initial founder of the project TOL, Time Oriented Language, an Open Source Software.
- Developer of several web crawling systems based on ad-hoc or heuristic search (references and keywords matching).
- Development environment: Operating systems: Windows, Linux, Aix, Irix, and Solaris; Databases: Oracle, SQL Server, and Teradata (data warehouse); Languages: C++, C, JavaScript, Visual Basic, Html, and TOL (Time Oriented Language).

Sales Director 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 Inglés, Schindler, PROBISA, etc.
- Development environment: Operating systems: HP-UX and Windows; Databases: dBase, Oracle and Informix; Languages: Clipper, C with OSF/Motif and DeCon (knowledge declaration).

Initial Experience

- Collaborator in forecasting programming with the Department of Operations Research, UNED University, Madrid, 1995.
- Developer of systems for electronic capture (OMR, Optical Mark Reader) and reporting and diagnostic for a military psychology centre, Ministry of Defence Madrid, 1989-1990.
- 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.
- Intern, «Risk assessment expert system», Santander Bank, Madrid, 1985-1986.

Publications, Presentations, etc.

Publications

- Author & illustrator, «The Book of the Arms of the Wolves Sable and Unicorns Argent», Ediciones aContracorriente, Madrid, 2014.
- Author, illustrator & translator, «Learn Chinese and Táng poems» Ediciones aContracorriente, Madrid, 2011 & 2021.
- Coauthor, «A Time series approach for broadcast television advertising», University Rey Juan Carlos, Madrid, November of 2009, & 32nd National Congress of Statistics and Operational Research, La Coruna, September of 2010.
- 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.
- Coresearcher, «White Book of Newspapers Sales Stores», Council of Madrid & Rey Juan Carlos University, Madrid, January of 2007.
- 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.

- Coauthor, «Instrumentation of Artificial Intelligence: PROLOG II», AEPIA technical meeting, Madrid, December of 1985, AEPIA Bulletin, Spring-Summer 1986, Madrid, 1986.

Courses Taught

- Author & director of the Master in Computer Forensics, CIIP, Cambridge, 2012-2015.
- 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 & 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.

Lectures and Presentations

- Lecturer, «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, «Electrical data modelling», Industrial Engineering School (Technical University of Madrid), Madrid, 2004.
- Lecturer, «Publicity optimization», IE Business School, Madrid, 2004.
- Lecturer, «Strategic discussion», Forest - Forecast & Strategy Club (CEPREDE), Cámara de Comercio e Industria, Madrid, October of 2002.
- Lecturer, «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.
- Lecturer, «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.
- Lecturer, «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. eBook illustrated in several languages self-constructed by object-oriented programming (poems, poets, poetry, quotes, pictures, etc.).
- 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. Essay on the analysis of computer systems through the senses and about how to learn this technique.
- 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.
- Available website with some of the works cited at <http://issuu.com/asalmeron>.

Illustrations

- Author of the coat of arms on the cover and images inside the book «De Yraeta a Idareta», by Francisco Idareta Goldaracena, Uno Editorial, June 2022.
- Illustrator & translator, «Verses from Les Fleurs Du Mal: illustrations for the 1861 edition» by Charles Baudelaire, Ediciones aContracorriente, Madrid, 2015 & 2021.
- Illustrator of the cover painting of the magazine «der Rückfall, Zeitung der Fachschaft Medizin», Technische Universität München, 2006-2007.
- Illustrator, «A residence crowned by gigantic eggs [a memorial of Salvador Dalí]», published in the «20 Minutos» newspaper, page 30, Madrid, June of 2010.

- Illustrator for «Time's Up; Finding Resonance and Relevance in Revelation; A Ten-Class Bible Study», written by Bill Albing, April of 2006.

References and Mentions

- 12 coats of arms emblazoned by me have been registered on The Armorial Register - International Register of Arms, Regent Villa, England, 2015-2023.
- 4 heraldic artworks by me featured on pages 128-131 of the «Annual Journal of the Genealogical Society of Ireland», ISSN 2712-0228, Dublin, November of 2023.
- 6 coats of arms emblazoned by me, 2 in the Volume 2 and 4 in the volume 3, have been featured in the books collection International Register of Arms edited by The Armorial Register, Aberdeenshire, 2020.
- Appear as «Dr. Cabañas» in «Atlantic Rim» by So Blonde, Dreamers Action Tales & Wattpad, Madrid, August of 2014.
- Appear as «Dr. Cabañas» in «Hadron Building» by So Blonde, Wattpad, Madrid, September of 2012.
- Moderator, «The border of digital with real: the last mile, the last human face», International Exhibition of Digital Content (FICOD), Madrid, November of 2011.
- 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, AAAI, 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.

Editions

- Editor, «Forensic expert's guide to risk analysis and corporate security» by Moises Paulo Sansaloni Miñana, Madrid, 2020.
- Editor, «Vademecum of forensic criminology» by Alejandro Alocen Villalba & Moises Paulo Sansaloni Miñana, Madrid, 2013.
- Coeditor, «Azafata aventuras» by So Blonde, Madrid, 2013.
- Editor, «Gestión integral de la prevención participativa en el sector industrial» by Moises Paulo Sansaloni Miñana, Madrid, 2013.
- Coeditor, «Tibios y muertos» by Manuel Arduino, Madrid, 2012 & 2013.
- Coeditor, «El collar maya» by Teo Palacios, Madrid, 2012 & 2013.
- Coeditor, «Dead people» by Juan Gonzalez Mesa, Madrid, 2012, 2013 & 2014.
- Coeditor, «Leyendas» by Gustavo Adolfo Becquer, Madrid, 2011.

Complementary Information

Collaborations and other initiatives

- The National Library of Spain grant me the ISNI 0000 0005 1328 5604 for my contributions as an author & illustrator of artworks & texts, Madrid, November of 2023.
- Collaboration with the Department of Manuscripts, Incunabula, and Rare Books of the National Library of Spain to correctly attribute the authorship of the 16th century manuscript armorial Mss/3061 to Juan Pérez de Vargas, January of 2023.
- Expert witness in computer forensic for the courts, with Personal Identification Card number 114.005, since 2015.
- Collaborator of the Ibero-American Network for a Culture of Peace of the UNESCO Chair on Education for Peace and International Understanding, 2013.
- Collaborator for E-Commerce Plan of the Economy Department of the Community of Madrid, 2012.
- Collaborator in the creation of Ediciones aContracorriente, publishing sector, 2011.
- 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.

Heraldry

- Cohosted of the Annual Heraldry Ireland Lecture by Martin Goldstraw, Armorial Register, Dublin, May of 2023.
- Honorary Herald of the House of Dias da Silva, Saint-Germain-en-Laye, since January of 2023.
- Fellow of the Genealogical Society of Ireland, Dublin, November of 2022.
- Honorary Herald of the Genealogical Society of Ireland, Dublin, November of 2022.
- Pursuivant of Arms Extraordinary for the Kingdom of Spain of the Heraldry Society of Africa, Bunyoro Kitara Kingdom, since February of 2021.
- Correspondent fellow of the Academia de Letras e Artes da Guiné-Bissau, Bissau, since January of 2021.
- Correspondent fellow of the Instituto de Estudios Históricos Bances y Valdés, Pravia, since May of 2020.

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.

Contact

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