MICHEL ONASIS S. OGBINAR

Data, Insights, AI & Community Learning

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Mandaluyong City, Metro Manila, Philippines

SUMMARY

- AI, Data Science, and Analytics Evangelist with 17+ years of experience across IT, Retail, Energy, Telecom, Banking, and Manufacturing.

- Specializes in architecting scalable, data-driven solutions through strategy, collaboration, and robust data culture.

- Strong advocate of open-source tools, effective data management, and ethical AI applications that deliver meaningful impact.

KEY ACCOMPLISHMENTS

- Data & Analytics Strategy and Community Developed and executed organizational data roadmaps aligned with corporate maturity; established a robust data science community emphasizing agile delivery, open-source platforms, and advanced analytics.

- High-Impact AI Solutions Implemented machine learning and AI use cases across banking (risk classification, NLP automation), telecom (120TB-scale topic modeling, segmentation), retail (inventory forecasting), and IT (incident capacity projection).

- Big Data Optimization Reduced 120TB to 2TB/month via Spark on AWS and integrated an enterprise datalake, enabling scalable analytics adoption using open-source ecosystems.

PROFESSIONAL EXPERIENCE

- **Data & Analytics Group Head**   Jul 2021 – Present
  San Miguel Corporation   *Mandaluyong, Philippines*
    - **Strategy & Culture**: Spearheading an enterprise-wide data & analytics strategy, championing data-informed decision-making.
    - **Data Democratization**: Fostering secure data sharing, governance, and the adoption of modern architecture for corporate wide big data.
    - **Collaboration**: Coordinating with multiple business units to identify synergies, unlock insights, and build a cohesive data-enabled environment.

- **Data & Analytics Head – One Custody Program**   Nov 2018 – Jul 2021
  HSBC Securities Services   *Alabang, Philippines*
    - **Vision & Roadmap**: Shaped and led data analytics culture and strategy across 35 countries in global custody operations.
    - **Advanced Analytics**: Developed use cases leveraging Python, Tableau, Hadoop, and Spark to drive automation, risk mitigation, and data-driven marketing.
    - **Teamwork**: Trained and enabled resources across different countries, integrating open-source tools and agile practices to deliver swift, meaningful outcomes.

- **Data Mining & Agile Analytics Head**   Jan 2016 – Nov 2018
  Globe Telecom   *Taguig, Philippines*
    - **Big Data Infrastructure**: Operated a 10PB Cloudera Hadoop cluster processing 100–120TB monthly, powering advanced analytics across the enterprise.
    - **Innovation**: Pioneered deep learning and NLP for digital marketing and consumer insight initiatives.
    - **Achievements**: Recognized with Team Excellence, Employee of the Quarter, and Group Employee of the Year 2018 (Top 7).

- **Big Data Analytics Program & Strategy Manager**   Apr 2015 – Sep 2016
  Globe Telecom   *Taguig, Philippines*

- **Organization Building**: Set up an 80–120-person Big Data & Analytics division covering infrastructure, data management, governance, and analytics solutions.
  - **Strategic Roadmap**: Secured funding, established a data-lake framework, and launched data governance and reporting platforms enterprise-wide.

- **Data Integration Manager** — Jul 2012 – Sep 2014
  UST Global Inc. — *Taguig, Philippines*
  - **ETL & Data Integration**: Led a 10-person team to implement robust, multi-platform data integration solutions across global data centers.
  - **Award-Winning Automation**: Honored with the Innovation Award for automating mission-critical business processes.

- **Visual Analytics & Information Risk Manager** — Nov 2011 – Jun 2012
  Chevron Holdings, Inc. — *Makati, Philippines*
  - **Analytics Platform**: Managed and supported TIBCO Spotfire for enterprise-wide visual analytics.
  - **Security & Governance**: Managed information security risk frameworks, ensuring compliance in global analytics operations.

- **Data Operations Expert** — Feb 2007 – Nov 2011
  Hewlett Packard Enterprise — *Location*
  - **Technical SME**: Served as the escalation point (L2/L3) and subject matter expert for TIBCO integration platforms, providing round-the-clock application management services.
  - **Architecture & Operations**: Product architect for data integration solutions; Led service management processes (capacity, business continuity, and disaster recovery).
  - **Technical Leadership**: Coached and trained cross-regional teams in the Philippines, Costa Rica, Brussels, and Cincinnati.

PUBLICATIONS

- Reinforcement Learning Environment with LLM-Controlled Adversary in D&D 5th Edition Combat December 2–6, 2024 Dayo, Joseph Emmanuel DL; Ogbinar, Michel Onasis S.; Naval, Prospero C. Jr. 31st International Conference on Neural Information Processing (ICONIP 2024), Auckland, New Zealand

- Performance Assessment of Classical Machine Learning Models Used for Entity Relationship Extraction on Online Philippine News Articles 2024 Ogbinar, Michel Onasis S.; Ignacio, Michael Q.; Peñas, Reynaldo Ted L.; Naval, Prospero C. 6th International Conference on Electrical, Control and Instrumentation Engineering (ICECIE), *DOI: 10.1109/ICECIE63774.2024.10815682*

EDUCATION

- **University of the Philippines, Diliman** — Present
  PhD in Artificial Intelligence

- **University of the Philippines, Diliman** — Apr 2014
  Master of Business Administration

- **De La Salle University, Manila** — Feb 2007
  BS in Computer Science – Software Technology

TECHNICAL SKILLS

- **Languages/Tools**: Python, R, Java, SQL, Bash, Hadoop (Hive, Spark), Cloud (AWS, Azure, GCP), Power BI, Tableau

- **Specializations**: Data Strategy, Data Governance, Machine Learning & AI (sklearn, PyTorch), NLP, Cloud Solutions, Big Data Architecture

CERTIFICATIONS

- IELTS (Score 7.5)Aug 2017

- TIBCO ActiveMatrix BusinessWorks 5Jul 2011

- ITIL Foundation v3.0Nov 2010

- Oracle Certified Professional, Java SE 5 ProgrammerDec 2008

ENRICHMENT & LEADERSHIP

- Public Talks: Samsung Open Source Conference PH 2024, Pycon PH 2024, Digicon 2024, Marikina HS Career Talk (Data Engineering), Benilde SDEAS 2024

- Part-Time Teaching: Mentor for Data Science & Capstone at FTW Foundation. Guest Lecturer for the UP Diliman Professional Masters in Data Science and the Andrew L. Tan Data Science Institute (DLSU).

- Community Engagement: Founded Data Engineering Pilipinas, an official PyData community in the Philippines focused on data literacy and open, inclusive learning.