

Daniel *Sáenz*

Creative Tech Director for Coca-Cola Europe at WPP · AI lecturer

Hey! I'm Daniel Sáenz, but please call me Dani. I make digital ideas come true by combining emerging technology and creative thinking, and I teach others to do it with AI.

CONTACT

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Madrid, Spain

LANGUAGES

Spanish (native) · English (fluent)

SKILLS

THINGS I'M GREAT AT

Creative thinking
Understanding tech
Programming
Public speaking
Being nerdy
Getting people hyped
Teamwork
Karaoke

THINGS I SUCK AT

Telling jokes
Dealing with PowerPoint
Sports
Call of Duty

01 EXPERIENCE

2023 – today — Creative Tech Director for Coca-Cola
WPP · Europe (Madrid, London, Berlin)
I lead Coca-Cola's digital activations in Europe: the Coca-Cola app, OneXP and out of home. I designed and rolled out the AI integration plan for the creative teams, and I'm an AI Guru for WPP Open.

2019 – 2023 — Creative Tech Director
VML · EMEA (Madrid)
I turned my teams' techiest ideas into reality with emerging technology. My most visible work happened here.

2016 – 2019 — Digital Development & Innovation Director
Young & Rubicam · Spain
I led the agency's digital development and innovation, from prototype to production.

2015 – 2016 — Programming & Design Lead
Awesome Web Marketing · Scottsdale, US
I ran the special projects department and built some of the most visited websites in the US at the time.

2013 – 2015 — Creative Director
Young & Rubicam · Bogotá
I pushed the agency's digital ideas and won my first advertising awards.

02 TEACHING

2024 – today	**Generative AI Course Director** Brother School of Creative · Madrid
2024 – today	**Strategy & AI lecturer** Brother LATAM · Buenos Aires, Montevideo and Guatemala
2024 – today	**Marketing & Creativity lecturer** The Valley · Madrid
2025 – today	**Generative AI lecturer** Mutante · Barcelona
2023 – today	**AI training and talks** Companies such as Bayer, Repsol and LVMH

03 AWARDS

★	**Cannes Lions · Gold & Bronze** FIFA 14 launch in Colombia
★	**Cannes Lions 2024 · Silver** Test Bético, Real Betis (also LIA 2024 Bronze and Clio Health 2025 Silver)
★	**Misión Espacial** Hamburguesas El Corral: my first time as technical director, awarded in Ibero-America and at The One Show

04 EDUCATION

2021	**Customer Experience** Forrester
2019	**Human-Centered Design** Acumen Academy
2010	**Graphic Design** Universidad Nacional de Colombia
2006	**Psychology, focused on cognitive psychology** Universidad Nacional de Colombia
2002 +	**Programming** Universidad de los Andes and self-taught

05 CLIENTS

Coca-Cola · Microsoft · Procter & Gamble · Burger King · Ford · BBVA · Telefónica · Repsol · Bayer · Gillette · BP · Tinder · BAT · NEOM · Takis · Bank Albilad · Arab National Bank