Company Profile

GENAI CONSULTING

Crafting your unique AI journey

Website
www.genai.com.co

Cut the Noise
Unlock the Value of AI

We’re not just consultants — we’ve built and led AI teams of 100+ people, delivered in Fortune 500 contexts, and lived both the wins and the challenges. We help you approach AI with clarity, pragmatism, and measurable impact.

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Why You Should Choose Us?

Value over Hype

Business-first and vendor-neutral. We focus on measurable outcomes and defensible ROI. Every project starts with a clear business case and delivers impact you can quantify—not just AI experimentation.

Built, Not Just Advised

We've implemented AI at scale and led Data & AI teams of 100+ experts. Our experience comes from building, deploying, and maintaining real systems—not just advising others on how to do it.

Deep AI Expertise

15+ years across industries, combining VP-level leadership with MSc/PhD rigor. We bring both technical depth and strategic insight to bridge innovation and business execution.

Responsible Scaling

Security, compliance, explainability, and strong MLOps baked in from day one. We ensure AI scales responsibly—aligned with governance, ethics, and long-term reliability.

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Our Offering

GENAI CONSULTING

We guide you end to end: clarifying opportunities, proving ROI, and scaling. We align stakeholders, manage politics, and build the teams and governance to turn AI into lasting impact.

Unlock actionable AI

Cut through the noise: where AI really works (and where it doesn't). Map hype vs. value and surface high-priority use cases.

- Executive workshop (½–1 day)
- AI Hype vs. Value map
- Top 3–5 quick-win opportunities

Value-driven innovation

Stress-test feasibility, value, and organizational readiness—including the political landscape and sponsorship.

- Feasibility: data, tech, processes, risk, political readiness assessment
- ROI models: revenue, cost, efficiency
- Board-ready roadmap & case

AI deployed at scale

Move from slides to results: leadership coaching, first pilots, team design, MLOps, governance, and reskilling.

- Fractional Chief AI Officer
- Pilots with measurable outcomes
- Org design, hiring, skill-up / reskill
- Platforms, tools, MLOps & governance

AI Digital Transformation

Modernize operations with automation and AI for scale, efficiency, and smarter decisions.

- Intelligent process automation
- AI-driven customer experiences
- Data & cloud platforms for scale

Our areas of Expertise

GENAI CONSULTING

We combine deep industry knowledge with advanced AI, data, and analytics capabilities to deliver measurable business impact. Our cross-sector experience allows us to design tailored, scalable solutions that optimize operations, enhance decision-making, and accelerate transformation across multiple industries.

Logistics, Supply Chain & Retail

- AI-driven forecasting, inventory optimization, and intelligent planning solutions to improve service levels and reduce operational costs.

Travel & Hospitality

- Personalization, demand prediction, and ancillary revenue optimization to enhance customer experience and maximize yield.

Life Science & Pharma

- Data-driven insights for R&D, manufacturing, and commercial operations, enabling faster innovation and regulatory compliance.

Telecoms

- Customer analytics, network optimization, and churn prevention models to increase efficiency and lifetime value.

Financial Services & Insurance

- Predictive models for risk, fraud, and customer retention, improving performance and regulatory transparency.

LARGE GLOBAL RETAILERS

business case

Forecasting Framework

Several leading organizations have implemented an advanced AI-driven forecasting framework to optimize end-to-end supply chain decisions across continents, warehouses, and retail stores. The framework integrates cutting-edge models such as Temporal Fusion Transformers (TFT) and TimeGPT by Nixtla, forming a Mixture of Experts approach that delivers next-generation accuracy and scalability.

Challenges

Legacy forecasting tools delivered low accuracy and inconsistent results across regions and stores. High product turnover and frequent new launches made planning uncertain, while manual adjustments slowed decisions and limited scalability.

Benefits

The new multimodel framework, combining Mixure of Experts forecasts, unified forecasting across the supply chain. It improved accuracy, reduced manual effort, and extended to areas such as capacity, cashflow, and expense forecasting, creating a data-driven planning ecosystem.

Key Business Outcomes

Significant uplift in forecasting performance and supply efficiency across all planning levels.

+13%
accuracy improvement

€230 M+
annual revenue impact

Solutions

Continental Demand Forecast

Provides the baseline forecast for continental-level purchase orders by consolidating market signals, macroeconomic trends, and sales data. It aligns sourcing and production with aggregated regional demand and serves as the foundation for balancing supply allocation across continents.

Store Demand Forecast

Delivers precise demand forecasts at store level across thousands of locations worldwide. The model captures local seasonality, promotions, and event-driven variations, outperforming legacy retail systems and improving on-shelf availability and replenishment accuracy.

Warehouse Demand Forecast (Bassin Split)

Generates demand projections at multiple echelons of the supply chain, enabling planners to redirect product flows dynamically across the network. It optimizes transport routes, replenishment cycles, and stock levels, reducing imbalances between regional warehouses.

Logistics Forecast

Anticipates operational metrics such as the number of packages, orders, and workloads across logistics hubs. It enhances capacity planning, workforce allocation, and warehouse efficiency, ensuring resources match forecasted demand levels.

Pre-season Forecast (Cold Start)

Designed for new or reintroduced products without sales history—typically over 20% of the yearly assortment—this solution uses product attributes and learning from similar categories to estimate early demand. It supports accurate procurement, production, and distribution planning

Additional Forecasts

The framework also extends to capacity, lost sales, cashflow, and expense forecasting, creating an integrated, data-driven ecosystem for end-to-end business planning.

LARGE GLOBAL RETAILERS

business case

Intelligent Planning

The Intelligent Planning framework redefines how organizations manage demand, inventory, and supply across global networks. Powered by AI and machine learning, it combines forecasting, optimization, and risk modeling in a single decision layer. The system continuously adapts to changing demand, lead times, and disruptions, automatically adjusting inventory, placement, and sourcing strategies. It enables planners to make faster, data-driven decisions that maximize service levels, reduce costs, and strengthen resilience.

Challenges

Traditional planning relied on static parameters and manual inputs, often leading to excess stock, shortages, and reactive decisions. Demand shifts and disruptions were hard to predict, and disconnected processes limited agility and visibility across the supply chain.

Benefits

Intelligent Planning applies predictive and self-adjusting models to optimize inventory and flow decisions. It improves accuracy, reduces manual effort, and allows proactive management through scenario simulation and automated recommendations, boosting both efficiency and resilience.

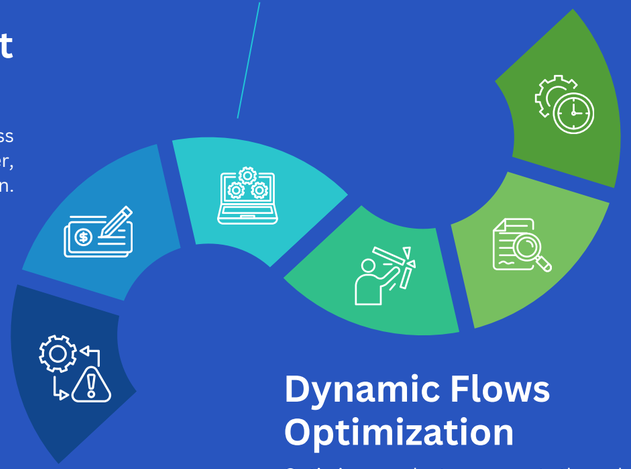
Solutions

Placement Estimation

Optimizes inventory positioning to balance cost, lead time, and proximity to customers. Enables tactical buffering, late allocation, and scenario simulation to test performance under different configurations.

AI Shortage Management Tool

Automates shortage allocation using business priorities and KPIs such as service level, turnover, and customer satisfaction.



Supply Lines Risk Management

Monitors and predicts disruptions using external data such as news and social media, simulating mitigation actions and their impact on cost and service KPIs.

Rightshoring Solution

Balances offshoring, nearshoring, and local sourcing using AI-driven evaluation of COGS, lead time, risk, and CO_2 impact, providing automated recommendations and PO splits.

Automatic Safety Stock

Replaces static EOQ methods with ML-driven estimations using predictive demand modeling. Probabilistic forecasts quantify variability at each node, dynamically setting safety stock to meet target service levels.

Dynamic Flows Optimization

Optimizes product movements through transversal, reverse, or skipping flows to rebalance inventory efficiently and reduce logistics costs.

Key Business Outcomes

AI-driven optimization of cost, service, and resilience across the supply chain.

-15%
total inventory holding cost

+5-8%
service level improvement

LARGE GLOBAL RETAILERS

business case

Other AI tools for Supply Chain

A suite of complementary AI solutions that enhance critical supply chain processes beyond planning and forecasting. These tools apply machine learning, automation, and optimization to improve sourcing decisions, document validation, and last-mile delivery—reducing costs, accelerating operations, and increasing overall supply chain agility.

Challenges

Manual and fragmented processes across sourcing, customs clearance, and last-mile logistics limited efficiency and visibility. Buyers lacked data-driven insights during negotiations, customs reviews created approval bottlenecks, and last-mile routing relied on static or suboptimal methods that raised delivery costs and lead times.

Benefits

AI-powered tools introduce predictive insights, automation, and optimization into daily supply chain operations. They improve negotiation outcomes, reduce administrative workload, and enhance logistics precision—driving faster decisions, lower costs, and a more responsive supply network.

Solutions

Supplier Negotiation Tool

Predicts final negotiation prices for components and finished goods with high accuracy, empowering buyers to negotiate more effectively and secure better commercial terms.

01

Customs Documents AI Review

Performs semi-automatic validation of customs documentation, accelerating approval processes and eliminating one of the major supply chain bottlenecks.

02

Last-Mile Routing Tool

Automatically determines optimal delivery routes for e-commerce shipments, reducing transport time and cost while improving service reliability.

03

Key Business Outcomes

AI-enhanced efficiency across sourcing, customs, and logistics operations.

-10%
average procurement cost reduction

-20%
last-mile delivery time improvement

LARGE RETAILER, ES - MX

business case

AI for Promotion Planning

An AI-powered solution that models and forecasts promotional demand by combining advanced statistical and machine learning techniques. It predicts how price changes and promotional variables affect sales, enabling better planning, budgeting, and marketing decision-making.

Challenges

Pure statistical models often fail to capture the complexity of promotional campaigns involving multiple variables such as price, advertising, and timing. This uncertainty made it difficult to forecast demand, plan stock levels, and assess campaign profitability accurately.

Benefits

The AI solution achieved 80%+ accuracy in predicting price-dependent demand and 70–72% accuracy for other variables. It helped reduce stockouts during promotions, improved budgeting reliability, and provided what-if simulation capabilities for marketing teams.

Key Business Outcomes

Data-driven promotion planning with higher accuracy and agility.

80%+
accuracy on price-sensitive demand

Solutions

Data Consolidation

Integrated historical sales, price, and promotional data with contextual factors such as advertising and seasonality.

Promotion Impact Estimation

Measured the proportional effect of promotion variables — primarily price and advertising — on sales volume.

Forecast Integration

Combined baseline and promotion models to predict demand under both regular and campaign conditions.

Recurrent Demand Modeling

Estimated baseline demand under normal (non-promotional) conditions using advanced AI-based regression models.

Simulation & Scenario Analysis

Enabled what-if simulations for marketing and pricing teams to test campaign outcomes before launch.

Performance Monitoring

Tracked forecast accuracy and campaign impact to continuously refine model performance over time.

LARGE RETAIL BANK, UK

business case

Customer Intelligence & Retention Framework

An AI-powered system that predicts customer attrition, detects dormancy, and optimizes engagement actions across all customer touchpoints. It integrates survival modeling, behavioral forecasting, and campaign optimization to anticipate churn risks and maximize Customer Lifetime Value (CLV).

Challenges

Customer disengagement often goes unnoticed until it is too late to act. Traditional churn detection reacts only after cancellation, missing early warning signs of dormancy or declining usage. Fragmented data and manual monitoring limit visibility across channels and delay marketing response.

Benefits

The Customer Intelligence & Retention Framework provides a proactive view of customer behavior, combining AI-driven predictions with automated alerting and campaign insights. It enables early intervention, improves recovery and retention rates, and enhances overall CLV through targeted actions at the right moment.

Solutions

01 Predictive Attrition Engine

Uses survival and machine learning models to estimate churn and dormancy probabilities based on demographic, transactional, and behavioral data.

02 Engagement Signal Monitor

Detects early signs of reduced activity and triggers alerts in CRM systems for personalized retention actions.

03 Customer Value Optimizer (CLV Engine)

Forecasts customer lifetime value and recalculates it after retention or reacquisition campaigns to guide marketing priorities.

04 Retention Campaign Simulator

Simulates and compares campaign strategies through “what-if” analysis to estimate uplift, reacquisition cost, and ROI.

05 Customer Event Forecaster

Predicts key customer lifecycle events such as acquisition, upgrade, churn, and recovery to enable personalized engagement.

Key Business Outcomes

AI-driven visibility into customer engagement and proactive retention strategy execution.

90%+
accuracy in predicting churn and dormancy

3-5×
improvement in retention campaign ROI

LARGE FINANCIAL ORGANISATION, US

business case

AI-Powered Fraud Detection

A deep learning–driven solution that automates fraud detection across invoices and receipts, replacing slow and error-prone manual review processes with intelligent, scalable analysis. The system integrates computer vision, OCR, and NLP to interpret unstructured financial documents, detect anomalies, and flag potential fraud in real time.

Challenges

Global organizations process vast volumes of expense claims daily. Manual reviews are slow, costly, and prone to errors—especially with diverse invoice formats, languages, and currencies. Traditional rule-based systems cannot handle this variability or scale effectively.

Benefits

The AI system automates document analysis, improves fraud detection accuracy, and reduces operational costs. It accelerates review cycles, enhances consistency, and scales seamlessly across geographies, languages, and currencies.

Solutions

Step 01

Data Ingestion & Pre-Processing

Automated capture of invoices and receipts with metadata. Computer vision improves image quality and removes noise.

Step 02

Document Understanding via Deep Learning

Neural networks identify vendors from logos. OCR converts documents into structured text.

Step 03

Natural Language Processing & Reasoning

NLP models interpret content, validate calculations, and detect anomalies such as inflated prices or mismatched dates.

Step 04

Fraud Scoring & Alerting

Assigns fraud likelihood scores and provides actionable alerts for further review.

Key Business Outcomes

AI-driven automation for large-scale, multi-format fraud detection.

90–95%
documents processed automatically

~80%
Human-level accuracy with 10× faster processing

LARGE RETAILER, DE

business case

AI-Powered Spend Classification

An AI solution combining machine learning and natural language processing to automatically classify spend data from both structured and unstructured sources. The system improves accuracy, reduces manual effort, and enables consistent, scalable spend analytics across the organization.

Challenges

The client managed over 200 spend classes with limited or missing manual classification. Inconsistent data quality—especially in free-text purchase orders and invoices—led to poor visibility, frequent misallocations, and unreliable spend analytics.

Benefits

The AI system reached 89% classification accuracy, a 7% improvement over top vendor solutions. It standardized spend categorization, reduced manual intervention, and incorporated self-learning to continuously adapt to new data and business contexts.

Solutions

01 — ML Ensemble for Structured Data

Developed multiple ML models to classify spend based on structured inputs such as vendor, cost center, and amount.

02 — NLP for Unstructured Data

Applied NLP to extract insights from free-text descriptions in purchase orders and invoices, enriching ML predictions.

03 — Validation & Self-Learning Loop

Validated results with operations and added a feedback loop to prevent bias and sustain performance over time.

04 — Knowledge Transfer

Stored models modularly, enabling rapid adaptation and reuse across branches, countries, and business contexts.

Key Business Outcomes

Automated, accurate, and continuously improving spend classification.

89%

accuracy achieved (7% higher than top vendor tools)

AIRLINE, ES

business case

AI, Automation & Data Transformation

A leading European airline launched an AI and automation programme to modernize operations, optimize costs, and build a scalable data foundation. The initiative combined intelligent automation, AI-powered marketing, and enterprise data capabilities to drive measurable impact and innovation.

Challenges

Manual workflows for flight plans, invoices, and documentation caused inefficiencies and high processing costs. Marketing lacked personalization, and the absence of a unified data warehouse limited visibility and scalability.

Benefits

Delivered €300K+ annual savings with 85% ROI across initiatives. Enabled full automation of thousands of documents and established the first enterprise data warehouse to support analytics and future AI growth.

Solutions

Intelligent Automation

Deployed RPA, OCR, and LLM-based automation to digitize and streamline document-heavy processes.

AI-Driven Marketing

Implemented AI tools for personalized, interactive video campaigns to improve engagement and conversion.

Enterprise Data Warehouse

Built a centralized, scalable data platform enabling analytics, automation, and cross-departmental visibility.

Center of Excellence

Created an Automation & AI CoE to govern, scale, and standardize AI and automation initiatives.

Key Business Outcomes

Automated, accurate, and continuously improving spend classification.

+300K
cost savings in year one

85%
average ROI across initiatives

AI & Data Processes

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A structured framework that ensures every AI or data initiative is feasible, valuable, and based on high-quality information. These processes combine technical assessment, business value quantification, and data quality improvement to maximize success rates and accelerate adoption across the organization.

AI/Data Feasibility Studies

Evaluates the technical, data, and organizational readiness of AI projects before the PoC stage. Delivers a feasibility report with go/no-go outcomes and tracks success ratios from PoC to adoption.

Value Quantification Framework

Measures the expected business impact of AI initiatives through backtesting and synthetic control when A/B testing is not possible. Quantifies benefits in service, turnover, and cost efficiency to guide budgeting and prioritization.

Data Quality Assessment & Improvement

Assesses data across accuracy, completeness, consistency, and timeliness. Uses AI for imputation, data refinement, and association rule extraction to enhance reliability and usability.

Our Agentic AI Replenishment Ecosystem

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A suite of proprietary AI assets and accelerators that enable autonomous, context-aware decision-making across forecasting, planning, and execution. These tools combine predictive modeling, reasoning, and real-time sensing to deliver measurable gains in accuracy, responsiveness, and resilience.

Purchase Order Generator

A reasoning engine that synthesizes forecasts, risk, and cost inputs to automatically create optimized purchase orders. Integrates KPI impact simulation and scenario testing.

Dynamic Safety Stock Optimizer

An AI-driven module that dynamically adjusts safety stock levels using reinforcement learning and bullwhip-effect mitigation. Balances service level, cost, and uncertainty in real time.

Agentic AI Replenishment Architecture

The orchestration layer connecting all agents—forecasting, optimization, sensing, and reasoning—into a closed decision loop with human feedback, ensuring transparency, explainability, and continuous learning.

Explainability & Human-in-the-Loop Module

Provides transparent decision rationales, supports human oversight, and enables continuous feedback for model improvement and trust.

Forecasting Framework

A Mixture-of-Experts engine combining Temporal Fusion Transformers (TFT), TimeGPT, and domain models for multi-horizon forecasting. Provides unified, adaptive predictions across regions, categories, and time scales.

Demand & Risk Sensing Agent

LLM-powered sensor interpreting market, news, and social signals to detect demand shifts or supply disruptions before they impact operations.

Meet Your Team

GENAI CONSULTING

Welcome to our dynamic sphere where advanced AI and deep business acumen seamlessly converge. Passionately committed to innovation, we're here to guide start-ups, SMEs, and Fortune 500 companies alike towards the cutting-edge AI solutions of tomorrow. Step inside, get to know us better, and discover how our unparalleled expertise can uniquely empower your enterprise, unlocking new avenues of growth, efficiency, and competitive advantage.

Damian Lado

Co-founder & CEO

20+ years in tech leadership at TCS and Accenture UKI, delivering AI and automation for Fortune 500 with expertise in tourism, supply chain & insurance — backed by an MBA and ongoing M.Sc. in AI.

Milton Luaces

Co-Founder & CIO

25+ years in IT with 15+ years in executive roles, including VP Data Value Chain at Decathlon and Head of Applied Intelligence at Zalando, with prior leadership at Accenture and top global retailers — backed by a PhD in AI and an M.Sc. in Advanced Statistics.

Andrei Vazhnof

Senior AI Advisor

An outstanding professional with a master's degree in Public Policy from Harvard, TED speaker. He has worked for Goldman Sachs in the United States and +15 years of experience in senior executive roles.

Mauricio Marzol

Senior AI Advisor

Computer engineer with MBA and Master in Artificial Intelligence, +20 years of experience in IT, of which +15 have been dedicated to the insurance sector.

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AI that Drives Value, Innovation, and Impact