

Javier Loria

Data Architect · The Bridge Between Business Strategy and Technology Execution

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Data architect with 35+ years in software and 25+ specializing in business intelligence and semantic models on the Microsoft data platform. I have spent my career on both ends of the bridge between business strategy and technology execution — the first half in management, the second in technology — so I model your business, not just your tables. Founder and mentor at Primus Data, where the method is learning by doing: every client builds lasting internal capability.

Experience

Founder & Mentor

2018 – Present

Primus Data · San José, Costa Rica

Founder of a data consultancy specializing in the Microsoft data platform, with a team certified in Microsoft Fabric and Power BI.

- Design, build, and rollout of corporate data warehouses, data lakehouses, data marts, and semantic models on Microsoft Fabric, Power BI, and SQL Server.
- “Learning by doing” mentoring for client teams including Dole, El Colono, and Motiva.
- Coordinated teams of up to 40 Fabric-certified professionals for support, SQL optimization, and continuous improvement.

Mentor & Consultant

2005 – 2018

Solid Quality Mentors · International

Data warehouse and BI mentoring and consulting on the Microsoft data platform.

- DW/BI mentoring and consulting for clients such as Capital One, Atlanta Gas Light Company, Microsoft Spain, and Dole/Standard Fruit Co.
- Author and co-author of official Microsoft courses (MS 2781, MS 2782A, MS 2784A) and SQL Server training materials.

General Manager

1999 – 2004

New Horizons Costa Rica · San José, Costa Rica

General management of the IT training center.

Instructor & Training Manager

1995 – 1999

New Horizons Costa Rica · San José, Costa Rica

Advanced Microsoft and Novell training.

- Taught advanced Microsoft and Novell courses: Windows NT, Visual C# and Visual Basic, SQL Server (7.0 onward), SSAS, MDX, and BizTalk.

Software Developer

1993 – 1998

Micromundo · Costa Rica

- Designed and implemented POS systems and custom C++ solutions for hospitality and retail chains.

Sales Manager

1991 – 1993

Mercantil de Alimentos · Costa Rica

Commercial and sales management.

General Manager

1986 – 1991

Repauto · Costa Rica

General management, overseeing company operations.

Selected Publications

Co-author (wrote specific chapters) of SQL Server books and courseware published by Microsoft Press and as Microsoft Official Curriculum:

- *MCTS Self-Paced Training Kit (Exam 70-445): SQL Server 2005 Business Intelligence — Implementation and Maintenance*. Microsoft Press, 2007.

- *MCITP Self-Paced Training Kit (Exam 70-441): Designing Database Solutions by Using SQL Server 2005*. Microsoft Press, 2007.
- *MCTS Self-Paced Training Kit (Exam 70-431): SQL Server 2005 Implementation and Maintenance*. Microsoft Press, 2006.
- *Microsoft SQL Server 2005: Database Essentials Step by Step*. Microsoft Press, 2006.
- *Course 2782A: Designing Microsoft SQL Server 2005 Databases*. Microsoft Official Curriculum, 2006.

Awards

- **Microsoft MVP — Visual Studio** (2005), Microsoft.
- **Microsoft MVP — SQL Server** (2001–2002), Microsoft.

Certifications

Data governance. Certified Data Management Professional (CDMP) — Associate, DAMA International (2026)
• exams passed: Data Management Fundamentals (2026) • Data Modelling & Design — Specialist (2026).

Microsoft (current focus). Fabric Analytics Engineer Associate (2026) • Fabric Data Engineer Associate (2025) • MCSE: Data Management and Analytics (2019) • MCSA: SQL 2016 Database Development (2019) • MCSA: SQL Server 2012/2014 (2013) • Power BI Data Analyst Associate (2022).

Microsoft (earlier). MCITP: Database Developer 2008 (2011) • MCTS: SQL Server 2008 — Database Development & Implementation and Maintenance (2011) • MCAD: .NET (2004) • MCDBA: SQL Server 2000 (1999)
• MCSA: Visual Studio 6.0 (1998) • MCSE: Windows NT 4.0 (1998) • MCP + Internet (1999) • MCP (1997).

Skills

Microsoft Data Platform. Microsoft Fabric, Power BI, SQL Server, T-SQL, DAX, SSIS, SSAS, SSRS.

Data Architecture. Semantic models, dimensional modeling, data warehousing, data lakehouse, medallion architecture, ETL / ELT.

Delivery & Enablement. Hands-on mentoring, team enablement, solution architecture, knowledge transfer.

Education

- **Universidad Autónoma de Centroamérica (UACA)** — Economics, coursework completed (no degree). San José, Costa Rica.
- **Universidad Estatal a Distancia (UNED)** — Financial Administration, coursework completed (no degree). Costa Rica.

Languages

Spanish (native) • English (advanced).