

PROFILE

Twenty-five years translating how a business runs into a system that works: software architect and business consultant at Accenture, head of transformation for an operation with 5,000 field employees, co-founder of two software products, and COO of a holding of five AI-powered SaaS products. Telecommunications Engineer from Universidad Politécnica de Madrid, with the D-1 program at IPADE.

I work where AI projects get stuck: the process and the data underneath. Order the operation, design the system that supports it, and lead execution until it works, with the return calculated before starting. For software companies, I also bring AI into how the product is built, supported and run.

Fix the process before automating it

Map how the operation works today, where the hours go and what data isn't being produced. Without this, any tool bought on top of it fails.

Lead execution

Technology leadership for companies without an in-house technical head: priorities, vendors, budget, and making sure what's delivered actually works.

Design and integrate the solution

Architecture, platform selection, integration between systems that don't talk to each other, and building what the market doesn't offer. With judgment on what to buy and what to build.

Bring AI into software development

For SaaS companies: lower infrastructure costs, reviewed security, an AI-driven flow from design to code and automated tests, and user support with AI and human agents from day one.

EXPERIENCE

TuOpinas.ai — Founder

Jan 2021 – present · Mexico City

Technology consulting for mid-sized companies: process automation and AI applied to real operations, systems integration, and selection and implementation of SaaS tools and ERP. For software companies, AI-driven development, support and operations: infrastructure cost and security; a development flow from design to user stories, code and automated tests; user support with AI agents coordinated with human agents, user manuals and surveys; and usage and product monitoring. Order the process, design and integrate the solution, and lead execution until it works. Own product: Memoria, a documentation method that lets teams working with AI build a shared memory.

Artificial Dynamics — Group COO

Oct 2023 – Sep 2026 · Mexico City

Holding of five AI-powered SaaS product lines. Ran commercial and delivery operations across all of them, taking part in implementations for ten large consumer goods, beverage and banking companies, and in the rollout of GoSharp to 40 end clients through agencies. Built the internal operation: CRM with automated quotes and subscription and billing tracking; a Jira-based development methodology with documentation and per-project hour and efficiency tracking; and product, pricing and sales-material strategy, with sales, pre-sales and pilots aligned.

GO SHARP — Partner & COO

Jul 2023 – Sep 2026 · Mexico City

Real-time, AI-powered retail execution at the point of sale: shelf recognition, actionable KPIs and virtual supervision. Led operations, financial tracking and strategic direction, including the 2023 merger with Control Plus into GoSharp Plus. On the product side, functional definition of user requirements and design of the shift from a platform built for large enterprises to a multi-tenant one with standardized functionality, serving small and mid-sized companies, especially the clients of promotional marketing agencies. Coordinated support, including end-user service through an AI agent.

Control Plus — Co-founder & CEO

Apr 2015 – Sep 2026 · Mexico City

HR SaaS that manages large frontline workforces, automates hiring and performance evaluation, and helps select the best talent: 20,000 employees managed across more than 15 clients. Designed and built the product from scratch, and trained the development and operations team, leaving it with a clear direction to keep evolving the platform. In 2026, moved development to an AI-driven flow, from design to user stories with acceptance criteria and code generation, with lower infrastructure costs, a security review, and the design and plan for automated testing and product monitoring. Merged with GO SHARP in 2023.

Kiubo — Co-founder & CTO

Sep 2015 – Dec 2017 · Mexico City

Civic app connecting citizens with their representatives: citizens rated their politicians' performance, and the aggregated data was offered in reports to government, political parties, NGOs and media. Designed and built the product. Took part in MassChallenge Mexico 2016.

Smile Pill — Business & Technology Transformation Director

May 2013 – Apr 2015 · Mexico City

Transformation of a company with 5,000 field employees, from spreadsheets to SaaS tools: staff, their phones and their equipment consolidated in a single HR tool, with complementary tools for recruiting and asset management; operating processes standardized, and account teams organized around those tools.

Convergys — Sales & Business Development Director, Latin America

Jul 2012 – Apr 2013 · LatAm

Convergys' entry into the Latin American market, focused on its proprietary software solutions that complement its customer management and contact center BPO operation: portfolio definition and client relationship development.

élogos — General Manager, Mexico

May 2011 – Nov 2011 · Mexico City & MTY

Led the Mexican operation of the Spanish e-learning consultancy: stabilized client operations, aligned delivery with corporate standards, and drove sales.

Accenture — Senior Manager, Communications & High Tech

Sep 2002 – Mar 2011 · MX & ZA

Opened the Telefónica account in Mexico from scratch, and managed the Telefónica and Telmex accounts with teams of up to 50 people. Flagship customer experience project at Telmex, with results in retail stores and the call center. As Telmex account lead, repurposed a multi-million-dollar BSS platform instead of replacing it. In parallel, built the management consulting practice for communications and high tech. Later, in South Africa, developed the telecommunications practice and regional alliances.

Accenture — Software Architect

Sep 1998 – Aug 2002 · ES, CL, BR

Software architecture for telecom projects: Telefónica Chile, Euskaltel and Movistar Brasil. Led architecture teams and trained architects internally.

Alcatel — Software Designer

Aug 1996 – Sep 1998 · Madrid

Design and maintenance of multi-customer modules for the Alcatel 1000 S12 digital switching system, from the Madrid design center and in close collaboration with the Antwerp and Stuttgart centers.

EDUCATION

- **Telecommunications Engineer**, Universidad Politécnica de Madrid, 1989–1995. Erasmus at the University of Stuttgart.
- **D-1, General Management Program**, IPADE Business School, 2006–2007.

SCOPE

Five countries on four continents: Spain, Chile, Brazil, Mexico and South Africa, with a focus on emerging economies.

Spanish and English.