

Pablo Latasa

IT & Telco Innovation & Business Digital Transformation Expert and Entrepreneur / CEO & Founder

Summary

Director and entrepreneur with more than 20 years' experience in management, development of companies, commercial relations and investments.

Among his main strengths are his vision and capacity for innovation, dynamism, empathy, leadership capacity, high level of achievement and his ability for making strategic relationships with companies and individuals, with a very structured approach to corporate development and processes. Technical engineer in Computer science of Management (ICAI), Postgraduate in Management of Information Systems (ICAI), Business Management Master's Degree (ICADE) and Master's Degree in Marketing and Commercial Management by the IE Business School (Instituto de Empresa).

Experience

CEO - Founder at innoView SL

March 2005 - Present

innoView, formerly exclusive distributor of Forrester research in Spain & Brazil between 2006 and 2014, is focused now on bringing innoVation based in technology and disruptive business models able to provide to the future corporate with the powerful capabilities needed in the IoT and Mobile Customer Engagement fields where Big Data analytics will be the drivers for businesses to compete and grow.

Partner - Founder at AXIObp, LLC.

September 2014 - Present

AXIO-bp continuously researches and integrates products and services offered by our strategic allies in the Americas and Europe, combining them with the wealth of knowledge and experience provided by our founding partners in technological, transactional and financial product design and development, to translate them into solutions positively impacting our customer's bottom line.

Partner / Founder / Senior VP for Business Dev. & Strategy at beSoftware BSW

March 2014 - Present

Be Software is an organization focused on meeting the needs of Organizations around IT (operations, control, management and decision making), through its technology solutions.

Customer Experience Buss Dev Partner at Weber Solutions

June 2014 - Present

Weber Solution is an integrator of Contact Center Solutions focused to offer to the Contact Center customers innovative solutions and alternatives to evolve and transform their business models towards new scenarios where technology is not any more a needed cost for the organización but a key driver to success.

Partner & Founder at Innovative Venture SL

October 2008 - Present

Seed Capital Investment firm involved in various companies and new technology business ventures.

Nowadays the company participates or has participated in the launch of the following business in which has actively participated from definition and design to launch and execution of the business plan of activity.

innoView

Simfonics Group (Iberia & Latam)

Homing

Retailo Iberia

goAlert !

Weslu

JAL21

Innovation & Business Manager (Partner Founder) at VASS

March 2002 - Present

Different responsibilities have been assumed during the years in the different periods in the company management:

-. Business innovation area responsible (between 2002 and 2005)

-. Marketing Analyst for Americas (after 2014)

CEO & Founder at Simfonics Global Services

October 2006 - November 2014 (8 years 1 month)

Simfonics Group is a german-hispanic telco group which provides services to virtual mobile operators and M2M players. The Spanish division, Simfonics Global Services, is responsible for the company's national and international business operations and made up of over 30 employees specializing in mobile telecommunications. Simfonics' business model is really attractive to the virtual mobile operators (OMV's), the Machine to Machine operators (M2M) and to companies interested in the emerging mobile payment systems (Mobile Wallet). It not only reduces the time to launch an OMV, but also it requires a lower level of investment, a completely secure solution, technical competency and great flexibility. All these features provide a high capacity to support marketing and innovative services rates demanded by the virtual operators or to design flexibility, security and simplicity expected by the Mobile Wallet users.

CEO - Director of Operations at Simfonics Inc

November 2012 - October 2014 (1 year 11 months)

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Partner at CONASA

October 2003 - January 2012 (8 years 3 months)

A company with technological solutions that have a high added value. It is part of the Vass Group, one of the most important consultancy companies in Spain, with more than 1.000 employees. Configured by a team of over 300 highly qualified professionals certified by the leading technology providers, offers its services and solutions in the area of their seeding lines of technological infrastructure, management support and maintenance, consulting, integration of business solutions and development custom applications.

Marketing Director

March 2000 - March 2002 (2 years)

Responsible of all Marketing Strategy and Marketing Plan execution.

Sales Director

March 1995 - March 2000 (5 years)

Responsible of 30 people Sales team with high specialitaion in different Technologies areas as: Help Desk, CRM, Data Mining, Software Development & Quality, Configuration Management or Content Management between others.

Business targets over 3 M €

Education

IE Business School

Master in Business Strategy and Marketing - MDCM, 2000 - 2001

Universidad Pontificia Comillas

Master in Business Administration - MBA, Organization Management, Leadership and Operations, 1995 - 1997

Universidad Pontificia Comillas

Post-Grade in Systems Information Management, IT Operations, 1992 - 1993

Universidad Pontificia Comillas

Technical IT Ingeneer, Computer Engineering, 1989 - 1992

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[Contact Pablo on LinkedIn](#)