

Contactar

jorge.nunez.fv@gmail.com

www.linkedin.com/in/jorgenunezfv
(LinkedIn)

Aptitudes principales

Negociación

Estrategia empresarial

Estrategia

Languages

French (Elementary)

English & Spanish (Native or
Bilingual)

Honors-Awards

Award to Best Entrepreneurship
Business Plan Executive MBA 09/10.

XV Premios de la Música Aragonesa
- ESPAÑA

XIII Premio Altazor 2012 - CHILE

Recognition for the Professional
Career on the 30th Anniversary MBA
Business School

Registered Mentor at AMCES

Publications

Destino inteligente en Origen -
Intelligent Destination in Origin

La Preadaptación del Turismo a
través del Big Data

Jorge Núñez

CEO AdQuiver | Unlock the Power of Data

Madrid y alrededores

Extracto

He fundado y liderado empresas y proyectos hasta elevarlos a niveles de éxito internacional en mercados de vanguardia digital. Me apasiona crear, prototipar, reajustar y transformar una idea hasta convertir su visión en éxito de crecimiento y valor empresarial.

Desde 2016 estoy al frente de AdQuiver, compañía tecnológica que ofrece soluciones Data-driven a negocios y destinos turísticos y que ha ido posicionándose con destreza tecnológica y visión de futuro. En mi día a día tomo decisiones estratégicas que impulsan a la empresa al éxito desde un enfoque innovador y multidisciplinar.

Liderando AdQuiver he incrementado exponencialmente mi capacidad para entender el valor de cada una de las partes involucradas en un proyecto y unir las en pos de lograr un objetivo común.

Habilidades:

- Liderazgo emprendedor e innovador.
- Motivador del trabajo en equipo de alto rendimiento.
- Generador de oportunidades.
- Mentalidad resiliente y de crecimiento.
- Negociación y gestión efectiva de proyectos en entornos complejos.

Experiencia

AdQuiver

CEO

2016 - Present (8 años)

Madrid

An Independent and Intelligent Madtech Company. We develop and execute the best technologies for the success of our client multi device cross-screen campaigns. We plan, manage, buy, measure and optimize transparently the Advertising investment of our clients with Ad-hoc Artificial Intelligence, Machine Learning, Real Time Big Data Management. Owners and Developers of AI Software for far much better results.

Escuela de Organización Industrial
Professor | Programmatic Advertising
2021 - Present (3 años)

Madrid, Comunidad de Madrid, España

EOI fue fundada el 12 de julio de 1955 fruto del acuerdo alcanzado entre los Ministerios de Educación e Industria, convirtiéndose así en la primera escuela de negocios de España y una de las primeras de Europa.

En estos más de 60 años hemos contribuido decididamente a la modernización de la economía e industria española y hemos sido protagonistas de algunos hitos importantes en la formación de directivos en España. Este recorrido por la historia del país se puede consultar en el libro "EOI, 50 años de vanguardia" y en la trilogía "El Gran Viaje" (Energía, Turismo e Industria) que publicamos con motivo del 60 aniversario de la Escuela.

Conector Startup Accelerator
Mentor | Conector Startup Accelerator
2019 - Present (5 años)

During the acceleration program, entrepreneurs work side by side with their mentors to get an investable project by having the product finished, a proven business model, the metrics defined with the first results achieved and a validated business plan. To achieve this, the work teams carry out monthly boards in which the strategy is discussed and the action plans are analyzed.

The Valley Digital Business School
Professor | Digital Marketing, RTB, Programmatic
2016 - Present (8 años)

A business school that is focused in the digital arena. Our classroom training courses, available in Madrid, Barcelona and Canary islands, are noted for their digital specialization and for adapting to the needs of every profile: professionals, executives, recent graduates and companies.

Fundación Universitaria de Las Palmas FULP

Professor | Innovation Management

2016 - Present (8 años)

Las Palmas de Gran Canaria y alrededores, España

The Training Program for Innovation Managers is an initiative of the Agencia Canaria de Investigación, Innovación y Sociedad de la Información in collaboration with the Fundación Canaria Empresa Universidad de La Laguna and the Fundación Canaria Universitaria de Las Palmas, funded by the Social Fund European (ESF).

AMCES, Asociación Española de Mentoring y Consultoría del Emprendimiento, Startups y Economía Social

Registered Mentor

2016 - 2020 (4 años)

AMCES is a private association that promotes Mentoring activity and provides, to registered members of their community, valuable information and contacts with the entrepreneurial world to facilitate their relationship and activity.

CABILDO DE GRAN CANARIA

Professor | Escuela de Gran Canaria Moda Cálida

2017 - 2018 (1 año)

Escuela Gran Canaria Moda Cálida is born with the aspiration of becoming a reference for the training of professionals in the management of fashion companies in Gran Canaria, Canary Islands.

MBA Business School

3 años

Professor of Entrepreneurship, Creativity & Innovation

2015 - 2018 (3 años)

Las Palmas de Gran Canaria y alrededores, España

Entrepreneur, Creativity & Innovation courses in each of the MBA degree programs. These courses and other courses in the entrepreneurship curriculum are capstone courses that force students to integrate in the management area. Serial Entrepreneur. Experience | Knowledge | Motivation.

dMBA EMPRENDE Program Director

2016 - 2017 (1 año)

Las Palmas de Gran Canaria y alrededores, España

Head of Innovation & Entrepreneurship Department

2015 - 2016 (1 año)

Las Palmas de Gran Canaria y alrededores, España

No Blink Video

International Business Development Director

2014 - 2016 (2 años)

Madrid y alrededores, España

No BlinkVideo is a New Generation "boutique" Video Advertising Network. With the goal of having a small but high quality of clean supply through the use of our own unique and advanced internal software and the best tools in the video advertising market.

Focused on the development of the video division of the company, evolving on current platforms and adding new ones. Experience with LiveRail, Adaptv, LKQD, SpotX, etc.

12 IDEAS

Managing Director | Sales and Operations Manager | Senior Consultant

2011 - 2015 (4 años)

Madrid y alrededores, España

12 Ideas / dsuite develops a strategic marketing consultancy focused on developing business projects in the early stages with a strong tech and creative focus. The activities developed, among others are:

Establish the strategy, the management and the forecasts.

Analyze and understand the market and the existing or potential competition, defining actions to increase market share and positioning of the company.

Establishment of objectives for the short, medium and long term as well as the development and proposal of sustainability plans.

Allocation of resources to achieve a balance between profitability in the short and long term.

Analysis and optimization of economic and financial resources. Control and monitoring of general accounting, taxation and preparation of the Annual Accounts

Control of all business areas.

Achievements:

Good results and cash generation.

Awarded with several grants for innovative projects with international projection.

Creation, development and management of Ad-hoc projects for companies with an international presence.

Average of 38% annual sales growth.

Recognition awards in Chile and Spain for projects created, developed and executed.

Zentym

Sales and Marketing Manager

2010 - 2011 (1 año)

Madrid y alrededores, España

Company focused on the development of the targeted video advertising market for all kind of video screens (mobile, IPTV, Cable, ConnectedTVs, Internet).

Main achievements as a Company:

- Managed to raise \$1 million of private funds and grants in Spain (must know the Spanish market to understand the difficulty of it in whole)
- Patent request in cooperation with the Universidad Politécnica de Madrid. (main Spanish Technical University)
- Several entrepreneurship prizes between 2007 and 2010. Among them the European Venture Contest at Liverpool 2010.
- Invitation to a RFP at Ono (largest Spanish cable carrier), competing against Ericsson and Blackarrow.
- Agreements reached with GroupM and Carat. Advanced negotiations with Havas and Universal-McCann. Agreements with Hi-Media, Adconion and Orange.
- Over 50 clients in 4 months.

Reyball Media

Operations Manager | Account Manager | Managing Director

2006 - 2010 (4 años)

Madrid y alrededores, España

Interactive advertising on parking columns in a protective support for users.

As the first business experience, areas of activity were the basic for the management of a micro-enterprise, with accounting, sales strategy and marketing areas as part of a multitask activity. Achievements:

Good results and cash generation.

Annual growth of 30% in sales.

Growth portfolio with acquisition of multinational clients.

Educación

Escuela de Organización Industrial

Executive MBA, Alta Dirección - Administración y gestión de empresas · (2009 - 2010)

Massachusetts Institute of Technology - Sloan School of Management

Artificial Intelligence: Implications for Business Strategy Program, Inteligencia artificial · (2018 - 2018)

Massachusetts Institute of Technology

Program, Data Science and Big Data Analytics · (2017 - 2017)

MBA Business School

Master's degree, Contabilidad, Fiscalidad y Finanzas · (2015 - 2015)

Escuela de Organización Industrial

Master en Economía Digital e Industrias Creativas, Administración y gestión de empresas · (2011 - 2012)