



# ISAAC PEREZ BAUCELLS

TECHNOLOGICAL ENTREPRENEUR AND  
DIGITAL TRANSFORMATION

## PROFILE

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Creative and visionary, tech lover and digital transformation passionate. I love to design and develop solutions for existing problems.

I'm passionate about new techs, visual trends, new challenges, collaborating on projects, and many more things. 20 years of experience in tech startups, business strategy, process optimization, innovation management and digital marketing.

## CONTACT INFORMATION

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## EDUCATION

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MBA CEF 2006  
Computer Science Engineer  
UAB 1997  
Innovation Management  
CCB 2011

## WORK EXPERIENCE

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### **imedicplus.com, Founder and CEO**

FEB 2012 - PRESENT

Technological eHealth startup. Develops eHealth solutions for medical centers and hospitals. Our platform allows patient data management and secure and agile patient-doctor communication (<http://www.imedicplus.com>)

### **abaq (abaq.app), Product Designer**

SEP 2018 - APR 2019

Business model, Product-market fit design, user research, conceptual design, onboarding process definition, usability testing and digital marketing.

### **Sinèrgic, Founder and Consultant**

FEB 2008 - PRESENT

Strategy consulting services:

- Digital Transformation
- Business Development
- Process Optimization
- Innovation Management projects
- Business Plans
- Marketing Strategy
- eHealth Consulting

### **Confluència, Digital Transformation Consultant**

NOV 2016 - JUL 2018

Consultant and Project Manager in digital transformation projects. Digital strategy projects, app development, eCommerce, digital marketing, data analyst, etc.

## SKILLS

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- Creative
- Entrepreneur
- Results oriented
- Development (Java, Html, Javascript,...)
- Data analyst
- Cloud computing
- Artificial Intelligence & ML
- Digital Transformation
- Leadership and Project Management
- User experience designer

## LANGUAGES

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Català - Native  
Español - High  
English - Medium

## HOBBIES

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I love padel and football, and play cello with my sons.

## WORK EXPERIENCE

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### **Rigau Grup, CEO**

JUN 2015 - SEP 2016

Global manager, taking on challenges such as digital transformation, process optimization and organizational changes. With the objective of increasing short-term profits and positioning the company as a leader in the sector.

### **Caprabo, Organizational Consultant**

FEB 2008 - SEP 2012

Projects:

- EFQM model implementation.
- Process Management model implementation.
- Marketing process optimization.
- Innovation process definition.
- Organizational projects and Projects Office.

### **Capgemini Consulting, Project Manager**

MAY 2003 - FEB 2008

Business consultant. 5 years experience in business transformation and strategic consulting projects. Clients: AGBAR, Generalitat de Catalunya, Miquel Alimentació, Winthertur.

### **LeatherXchange.com, Project Manager**

SEP 2000 - OCT 2002

B2B technology startup company, providing services for leather industry. International offices. 80 employees. Head of development and solution owner for Supply Chain solution, CRM and collaborative platform.

### **Caixa de Manlleu, Developer**

SEP 1997 - AUG 2000

eCommerce Solution developer.