



## 13<sup>th</sup> INSME Annual Meeting

*“Improving Productivity in SMEs and Their Role in Global Value Chains”*

From the 15<sup>th</sup> to the 17<sup>th</sup> of May 2017  
Puerto Vallarta - State of Jalisco, Mexico

***Mr. Guillermo Ortega***  
**Partner and COO**  
**Mexico Media Lab S21**  
**Mexico**

Partner and COO of Mexico Media Lab since September 2015. He joined the team with the objective of designing a new approach to consulting services, focusing on agility to solve business challenges, personalization of expert teams and organizational culture as an integral part of the solution.

He has more than eight years of experience in management consulting in Spain and Latin America working with the international consultancy firm Everis Business Consulting, a subsidiary of NTT Data.

His domains of expertise within consulting are innovation management in corporations and regional development strategy in public organizations.

Among the projects he has led in Mexico there are the strategic design of the Gob.mx platform, a one-stop channel for federal government services, and a pilot program of Public Private Partnerships applied to Information Technology projects with the Ministry of Economy.

He has also led projects in other countries. To cite a few, there are: a comprehensive mapping of the national innovation ecosystem in Chile with the Ministry of Economy and CORFO; the design of a competency-based evaluation model for public servants with the Civil Service National Authority in Peru; and an analysis of transformation opportunities of the education system in Spain with the Transforma España Foundation that was backed by most of the business leaders behind IBEX 35 companies, as well as relevant academic and intellectual leaders.

In Spain he worked with regional governments in Andalusia, Catalonia, Galicia and Madrid on the design of policies and infrastructures that fostered triple helix innovation, high impact entrepreneurship and the development of Small and Medium Enterprises.

Guillermo also collaborated with companies in the financial, telecommunications, logistics, tourism and education industries to help them solve critical challenges brought by new digital business models.

He has experience as speaker and moderator for technology and innovation-related topics, and has contributed with his opinion in TV and print media.

Guillermo is an Information Technologies and Telecommunications Engineer from Universidad Anahuac in Mexico and has an MBA from IE Business School in Spain.