

Person of the Year

TIME



Antonio Murieta

Pioneering Tomorrow's
Health with
Vision and Empathy

Pioneering Tomorrow's Health with Vision and Empathy - Antonio Murrieta

By Sam Jacobs

In the heart of Mexico, where the rhythms of tradition blend seamlessly with the pulse of modernity, **Antonio Murrieta has carved a unique path**. As we sit down in a sleek conference room overlooking the bustling streets of Mexico City, it's hard to believe that this poised, visionary entrepreneur was once a boy grappling with identity and weight issues. **Today, Antonio stands on the precipice of taking his company public, a milestone that is as much a testament to his business acumen as it is to his profound empathy.**

The Early Years: A Journey of Self-Discovery

Antonio's story is one of resilience and transformation. Born into a family deeply rooted in Mexico's political and business spheres, he faced the dual pressures of tradition and expectation. "I grew up in a world where my path seemed predestined," he recalls. **"But from a young age, I knew I wanted to chart my own course."**



Ex-president Enrique Peña Nieto & Murrieta Family



Antonio Murrieta at 14

This determination was tested early on. At 14, Antonio weighed 125 kilograms, more than double the average weight for his age. This struggle, combined with the challenge of coming out in a conservative environment, forged a deep resilience in him. **"These experiences taught me the importance of self-love and empathy,"** he says. **"They shaped my ability to connect with others on a profound level. In a world that superficially rewards normality but craves originality, this has been a painful yet necessary gift."**

Another significant turning point came when his father was diagnosed with cancer. "Cancer is like a monster you know exists but don't fully grasp until it impacts you," Antonio reflects. **"My dad's strength during his treatment taught me the value of resilience and the preciousness of time.** Despite the chemotherapy, he never showed a moment of weakness. He remained our pillar, worrying more about our emotional stability than his physical health.

These early life challenges instilled in Antonio a profound sense of empathy and resilience, which would become the cornerstones of his future endeavors.

The Academic Journey: Blending Data and Human Behavior

Antonio's academic journey took him from the prestigious Tecnológico de Monterrey, where he pursued Business Intelligence, to the hallowed halls of Stanford University. "Studying Business Intelligence at Tec de Monterrey allowed me to blend my love for data with my desire to understand human behavior," he explains. "But at Stanford, I wanted to deepen my technical expertise and learn how to **leverage technology to solve real-world problems.**"



At Stanford, Antonio pursued a Master's in Management Science and Engineering. "I wanted to understand the engineering principles behind the technologies I was passionate about," he says. This advanced education provided him with the tools and knowledge necessary to drive his vision forward.

First day of classes at stanford / Student ID on campus

After completing his Master's, Antonio's entrepreneurial journey took a significant leap when he joined the YCombinator community. "YCombinator was a transformative experience," he recalls. "**Being surrounded by like-minded, driven individuals who were all striving to create impactful solutions was incredibly inspiring.**"

At YCombinator, Antonio refined his business model and honed his leadership skills. The experience provided him with invaluable mentorship and a network of peers who shared his vision for leveraging technology to drive positive change. "It was a crucible of innovation and learning," he says. "**It taught me the importance of resilience, adaptability, and the relentless pursuit of excellence.**"



First day as a YCombinator Founder

NuTech: Merging Technology and Empathy

In 2025, armed with a degree and a vision, Antonio founded his health tech startup, NuTech. The company focuses on leveraging AI to provide personalized nutrition and holistic health solutions. "Health is interconnected," he says passionately. "By addressing nutrition, we can impact mental health, productivity, and overall well-being."



NuTech Logo

NuTech's innovative approach quickly garnered attention. By combining cutting-edge technology with a deep commitment to empathy, Antonio created solutions that resonated with users. "We don't just look at data points," he explains. "We listen to our users' stories and experiences, and we design our solutions around their needs."

Antonio's leadership style is a reflection of his core values. At NuTech, he has fostered an inclusive, empathetic culture that celebrates diversity and innovation. "Empathy is our superpower," he asserts. "It's what allows us to create solutions that truly make a difference."

This approach has not only driven NuTech's success but also positioned Antonio as a thought leader in the industry. His ability to connect with people, understand their motivations, and drive meaningful change has set him apart in a crowded field. "In an AI-driven world, it's our humanity that makes us irreplaceable," he says.

Antonio's personal life reflects his professional values of empathy and connection. In 2029, he married his partner, building a loving and supportive family environment that mirrors the one he grew up in. "Family is everything to me," he shares. "It's the foundation of who I am and what I strive to achieve."



In 2031, two years before NuTech's IPO, Antonio published his first book on self-development, sharing his journey and insights to inspire others. "There is so much untapped potential in the world," he says. "I want to help people see their own possibilities and encourage them to pursue their dreams."

Antonio's self development Book

Looking Forward: The Road Ahead

As Antonio prepares to take NuTech public, he reflects on his journey with a mix of humility and excitement. "Going public is a milestone, but it's just the beginning," he says. His vision extends far beyond financial success. He dreams of expanding NuTech's impact globally, **making health and wellness accessible to all.**

Antonio's vision for NuTech is expansive. He plans to scale the company's technology to reach underserved populations, ensuring that everyone, regardless of their socioeconomic status, has access to personalized health solutions. "**Health and wellness should not be a privilege for the few,**" he emphasizes. "It's a fundamental right for everyone."

To achieve this, Antonio envisions partnerships with international health organizations and governments to integrate NuTech's technology into public health systems. He also plans to invest in research and development to continually innovate and improve NuTech's offerings. "We need to stay ahead of the curve and ensure our solutions are always at the cutting edge of technology and empathy," he says.



NuTech's Long-Term Vision

Antonio's ambitions don't stop at expanding NuTech's reach. He is passionate about nurturing the next generation of leaders and innovators. He aims to establish a foundation that provides scholarships and mentorship programs for young entrepreneurs, particularly those from underrepresented communities. "**I want to give back and create opportunities for others to succeed,**" he says. "Education and mentorship are key to unlocking potential."



Murrieta's Foundation Vision

In addition, Antonio plans to launch a series of initiatives aimed at promoting mental health and well-being within the tech industry. "The pressure and demands of the tech world can take a toll

on mental health," he notes. "It's important to create a culture that supports and prioritizes well-being."

Antonio also envisions NuTech playing a pivotal role in addressing global health crises. By leveraging AI and data analytics, he believes NuTech can help predict and mitigate the spread of diseases, improving response times and saving lives. "Technology has the power to revolutionize public health," he asserts. "We have a responsibility to harness that power for the greater good."

Antonio Murrieta Steinman's story is one of empathy, resilience, and visionary innovation. As he stands on the brink of taking his company public, he remains deeply committed to his values and his mission. "I believe in the power of empathy to drive change," he says. "And I believe that through innovation, we can create a better, more connected world."

In a world increasingly dominated by AI, Antonio's human-centric approach serves as a powerful reminder of what truly matters. His dedication to understanding and addressing human needs ensures that technology enhances rather than diminishes our humanity. "Empathy is the foundation of everything we do at NuTech," he says. "It's what makes our solutions truly impactful."

As Times magazine chronicles his journey, it is clear that Antonio's impact extends far beyond business. He is a beacon of hope, demonstrating that with empathy and determination, we can navigate the complexities of our modern world and create lasting, meaningful change. His legacy is one of innovation and compassion, a testament to the power of blending technology with a deep understanding of the human experience.

Antonio's journey from a young boy facing personal challenges to a leader on the brink of transforming global health is inspiring. His story is a powerful reminder that with vision, empathy, and resilience, we can overcome any obstacle and make a profound impact on the world. As he continues to pioneer new frontiers in health tech, Antonio Murrieta is not just shaping the future of wellness—he's redefining what it means to lead with heart and purpose.