



# LUCAS ISASMENDI

SUSTAINABLE ENTREPRENEUR

## Profile

I transmute complex and useful insights into easy to use applications. I like to solve environmental problems. Strongly rooted in plant-based.

I work only in projects related to health and well-being, responsible consumption and production, with high scores in Holistic Actualization Points (long-term personal actualization, high quality of life, personal growth and fulfillment).

## Experience

- 2019 - Present** **Kuizen**  
Founder, Paris/Barcelona/Buenos Aires  
Building technology to support and adapt a plant-based food system.
- 2016 - 2019** **IOV | Lisk | Democracy Earth**  
Blockchain Developer, Digital Nomad: Berlin /Paris/London/Barcelona/New York  
As backend dev, I helped to test and improve the system. As a full stack dev, I created new POC apps.
- 2007 - 2013** **Grupo Assa**  
IT Consultant, Buenos Aires, Argentina  
As an ERP developer, I implemented technical solutions for different customers. As technical Lead, managed a team to provide support to healthcare customers.

## Education

- 2021 - Present** **Digital Marketing**  
Grow, Buenos Aires, Argentina  
Develop a brand digital strategy and apply it to a specific social platform to increase sales.
- 2012 - Present** **MOOCs/eLearning**  
Coursera, edX, Udacity, Online  
How To Start A Startup - Business Model Canvas - Startup Engineering - Find the right markets for your innovation - Transformation of the Global Food System.
- 2002 - 2008** **System Engineer (dropped out)**  
UTN, Buenos Aires, Argentina  
They taught how to be an employee, I wanted to be a founder.

## Skills

### Startup (idea to market)

Thinker  
Maker  
Build  
Scale

### Languages

Spanish  
English

“Be the change you want to see in the world”

## Interests

### Lifestyle

- eco-friendly
- self improvement
- mindfulness
- minimalism
- calisthenic

### Avid Reader

Startups, writing, design, persuasion, marketing, SDGs, peak performance, focus, purpose, spirituality, creativity, motivation, learning

## Contact

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