

HÉCTOR HUGO GONZÁLEZ CAVAZOS

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Jerez 10 (Parque Zacatecas)
Lomas de Angelópolis
San Andrés Cholula, Puebla
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QUALIFICATIONS SUMMARY

A seasoned technology leader with over 20 years of experience driving innovation and digital transformation for global enterprises and high-growth startups. Possessing a unique blend of deep technical expertise and strategic business acumen, I excel at bridging the gap between technology and business objectives, translating complex concepts into actionable solutions, and empowering teams to achieve ambitious goals. My proven track record encompasses designing, implementing, and managing large-scale cloud solutions, architecting digital service platforms for millions of users, and leading cross-functional teams to deliver exceptional results.

Beyond hands-on technical expertise, I am a passionate advocate for knowledge sharing and talent development. My experience as an Enablement Manager, combined with formal business education and professional certifications in areas like Applied AI, Design Thinking, and Marketing Strategy from renowned US institutions like MIT, Cornell, and UC Berkeley, has equipped me to effectively mentor, train, and empower others. This diverse skill set, coupled with a strong focus on real-world AI applications, allows me to provide holistic guidance and support to organizations navigating the complexities of cloud adoption and digital transformation.

EDUCATION

MS Indiana Institute of Technology,
“Master of Business Administration, Business Analytics”
1600 E Washington Blvd, Fort Wayne, IN 46803, United States July 2022
Start: Jan / 2021

BS University Name, “Title”
University complete address:
Start: Aug / 1991 Apr 1995

PROFESSIONAL EXPERIENCE

- Innovaworx Cloud** **01/2000 to date**
Industry segment: Professional Services
Paseo Ópera 9 - 204 Lomas De Angelópolis San Andrés
Cholula Puebla México C.P. 72830
Chief Technology Officer (co-owner):
Hours worked per week: 40
Job Description: **Leading Innovation in Cloud Adoption for Startups:** Spearheading the development and delivery of the "Cloud Acceleration Framework," a comprehensive program designed to empower startups to leverage the transformative potential of Google Cloud technologies. The framework, successfully implemented with over 40 startups across Latin America (Mexico, Guatemala, Colombia, and Brazil), provides:
 - **Rapid Time-to-Market:** Streamlined processes, pre-built components, and best practices to expedite cloud implementation.
 - **Scalable and Secure Foundations:** Guidance on implementing essential elements like observability, security, and cost management, ensuring a robust and future-proof cloud environment.
 - **Cultivating the Next Generation of Cloud Talent:** Passionate about bridging the skills gap and fostering diversity in the tech industry, I led the training and mentorship of over 70 fresh graduates in the first half of 2024, focusing on in-demand Google Cloud career paths, including Cloud Architects, Cloud Data Engineers, Database Engineers, Cloud Developers, and ML & AI Engineers.
 - **Building and Leading a High-Performing Team:** Assembled and managed a team of highly skilled cloud professionals, fostering a culture of collaboration, innovation, and continuous learning to deliver exceptional service to clients.
 - **Driving Business Growth:** Responsible for the overall technical strategy and execution of the company, ensuring alignment with business objectives and delivering sustainable growth.

- Google Cloud Mexico** **05/2020 to 02/2023**
Industry segment: IT and Internet (Cloud Provider)
Company complete address:

C. Montes Urales 445, Lomas - Virreyes, Lomas de Chapultepec, Miguel Hidalgo, 11000 Ciudad de México, CDMX

Job Title: Customer Engineer

Hours worked per week: 40

Job Description:

- **Drove significant revenue growth:** Architected and supported cloud adoption strategies for key accounts, including América Móvil, Global Hitss, Televisa, and Liverpool, resulting in \$37.5 million in consumption commitment deals over six years.
- **Architected transformative solutions for major Latin American enterprises:** Served as a trusted technical advisor to key accounts, collaborating with sales teams to introduce Google Cloud solutions, deeply understanding their business needs, and architecting tailored cloud solutions that addressed their unique challenges.
- **Shaped technology roadmaps at the C-Level:** Engaged regularly with C-level executives (CTOs, CIOs, and CDOs) at major corporations, fostering the adoption of Google Cloud services and shaping their long-term technology roadmaps.
- **Defined reference architectures for key accounts:** Developed reusable reference architectures for complex cloud implementations, accelerating future deployments and establishing best practices for specific industry verticals.
- **Led the development and execution of consumption plans:** Collaborated with key account teams to develop and implement comprehensive consumption plans, maximizing cloud investments and driving increased adoption of Google Cloud services.
- **Acted as a trusted technical ambassador for Google:** Built strong relationships with key stakeholders based on expertise and trust, effectively communicating complex technical concepts and translating them into compelling business value propositions, contributing significantly to the growth of Google Cloud within Latin America.

Industry segment: Telecommunication Software Provider / Independent Software Vendor
Company complete address: 6 Beckett Way, Park West Business Park, Dublin 12, Dublin

Job Title: Solution Sales Consultant - Tracfone (US), Mexico, and The Caribbean:

Hours worked per week: 40

Job Description:

- **Drove revenue growth and market penetration:** Architected and sold complex BSS/OSS solutions, including Online Charging Systems (OCS), Policy and Charging Rules Function (PCRF), Subscription Management, and Mobile Virtual Network Enabler (MVNx) platforms, across major telecom operators in Mexico and the Caribbean, generating \$11.2 million in revenue over two years.
- **Cultivated strategic relationships:** Developed and nurtured strong relationships with key technical decision-makers and business stakeholders at major telecom operators, including América Móvil subsidiaries (Claro PR, Claro CO, Claro DR, Claro CL) and VADSA in Mexico, influencing technology selection processes and driving successful sales outcomes.
- **Led technical aspects of the sales cycle:** Proactively managed all technical aspects of the sales cycle, working closely with Openet Sales Directors to identify opportunities, qualify leads, respond to RFIs/RFPs, and develop winning proposals.
- **Designed tailored solutions and delivered compelling presentations:** Translated complex technical concepts into compelling business value propositions, designing customized solution architectures and delivering persuasive presentations that highlighted Openet's strengths and addressed customer needs.
- **Orchestrated cross-functional collaboration:** Effectively coordinated with Openet's Proof of Concept team to develop and deliver customized demos and proofs-of-concept, and collaborated with the Services organization to define project scope and ensure successful implementation.
- **Proactively managed key accounts:** Developed and executed account plans in collaboration with Openet Account Directors to generate ongoing license revenue, proactively engaging with key stakeholders, and fostering long-term relationships.
- **Provided strategic market insights:** Contributed to product roadmap development by gathering and analyzing market and customer requirements, ensuring alignment between Openet's offerings and evolving industry needs.

Hewlett Packard Enterprise

04/2005 to 08/2018

Industry segment: Information Technology Software and Hardware

Company complete address: Prol. P.^o de la Reforma 700, Santa Fe, Zedec Sta Fé, Álvaro Obregón, 01219 Ciudad de México, CDMX

Job Title: Chief Technologist

Hours worked per week: 40

Job Description:

- **Architected and Led the Development of a Global B2B2C Digital Ecosystem:** Spearheaded the design, development, and implementation of a groundbreaking digital ecosystem platform as part of a strategic joint venture between HPE and a leading wireless mobile operator. This innovative platform aggregated SaaS providers, enabling hundreds of vendors to reach a potential market of 300 million subscribers worldwide.
- **Drove Business Strategy and Technology Vision:** Played a pivotal role in defining the business strategy, technology vision, and product roadmap for the platform, ensuring alignment with market trends, customer needs, and revenue targets.
- **Delivered a \$100 Million Revenue-Generating Platform:** Designed and built the platform from the ground up, leveraging HPE's comprehensive product portfolio and leading technologies to create a robust, scalable, and secure ecosystem capable of generating \$100 million in revenue within five years of operation.
- **Managed a High-Performing Engineering Team:** Led a team of skilled engineers, fostering a collaborative and results-oriented culture to ensure successful project delivery and ongoing platform optimization.
- **Championed Innovation and Agile Methodologies:** Promoted a culture of innovation within the joint venture, embracing agile methodologies and driving rapid iteration cycles to respond quickly to market demands and optimize platform performance.

Job Title: Architecture Office Lead, Spanish Latin America

Hours worked per week: 40

Job Description:

- **Transformed Solution Architecture Practices for Improved Delivery Consistency:** Led the regional Architecture Office for Spanish Latin America, standardizing solution architecture practices across the region to enhance delivery consistency, reduce implementation risks, and optimize operational costs.
- **Championed Knowledge Sharing and Professional Development:** Developed and implemented comprehensive training programs for Solution Architects across Spanish Latin America, fostering a culture of continuous learning and expertise.

- **Drove Certification and Career Growth:** Coached and mentored Solution Architects to obtain industry-recognized certifications, supporting their personal and professional development plans and building a high-performing team.
- **Created a Library of Reusable Architecture Assets:** Led the creation and implementation of a library of reusable architecture assets, including reference architectures, design patterns, and best practices, to accelerate solution design and streamline project delivery.
- **Balanced Standardization with Customization:** Successfully implemented standardized architecture practices while maintaining a high degree of customization to meet the unique needs of clients, with over 60% of delivered solutions tailored to specific requirements.
- **Generated Significant Revenue:** Drove \$49 million in revenue by developing a reference architecture for Subscription Management platforms at América Móvil, leading to implementation projects across nine subsidiaries.

YJob Title: Chief Architect for América Móvil Account

Hours worked per week: 40

Job Description:

- **Trusted Advisor to a Telecom Giant:** Served as the primary technical advisor to América Móvil's CTO and engineering team, providing expert guidance on HPE's hardware and software solutions, particularly those tailored for the telecom industry. Cultivated strong relationships with key stakeholders and established a reputation as a trusted and reliable technical partner.
- **Strategic Alignment with Regional Subsidiaries:** Collaborated closely with CxOs across América Móvil's subsidiaries throughout Latin America to ensure alignment with the headquarters' technical vision and strategic direction.
- **Drove Significant Revenue Growth:** Spearheaded the development of a reference architecture for Subscription Management platforms, generating \$49 million in revenue through successful implementation projects across nine América Móvil subsidiaries.
- **Championed Quality and Customer Satisfaction:** Overlooked the execution of all HPE projects within América Móvil, ensuring adherence to best practices, high-quality deliverables, and consistently exceeding customer expectations.
- **Fostered Innovation and Technology Adoption:** Proactively introduced new technologies and solutions to address emerging business needs, driving the adoption

of cutting-edge HPE products within América Móvil's complex and evolving IT landscape.

Job Title: Enablement Manager for Policy & Charging

Hours worked per week: 40

Job Description:

- **Empowered Global Sales and Delivery Teams:** Led a global team spanning Mexico, India, and China, effectively enabling presales and delivery teams worldwide to confidently sell, deploy, and migrate clients to HP's new Policy and Charging Solutions portfolio. Served as a key liaison with teams in the US and Spain, fostering seamless communication and collaboration across geographies.
- **Developed a Comprehensive Enablement Program:** Orchestrated a comprehensive global enablement program, including conducting training events in the US, Latin America, and Europe to educate and upskill teams on the latest product offerings, technical capabilities, and implementation best practices.
- **Created a Library of Reusable Assets:** Led the development of a comprehensive library of reusable assets to accelerate sales cycles and ensure successful project delivery, including:
 - Training materials
 - Sales presentations
 - Reference architectures
 - Sizing guides
 - Deployment blueprints
 - Product demos
 - Migration guides
 - Best practices documentation
 - Reusable configuration templates
 - Sample proposals and Statements of Work
- **Maximized Global Reach and Impact:** Successfully equipped teams across multiple continents with the knowledge, tools, and resources needed to effectively position,

sell, and deliver complex Policy and Charging solutions, driving revenue growth and market share expansion for HP.

Job Title: Solution Architect

Hours worked per week: 40

Job Description:

- **Delivered Innovative Solutions for a Leading Telecom Provider:** Led the design and development of mission-critical solutions for Telcel, the largest telecom provider in Mexico, including:
 - **IVR Platform:** Architected and implemented an Interactive Voice Response (IVR) platform supporting 60 million prepaid subscribers, a solution later replicated in Brazil and Peru.
 - **Voucher Management System:** Designed and deployed a robust Voucher Management system for 60 million subscribers, streamlining prepaid operations and enhancing customer experience.
 - **Real-Time Charging Solution:** Spearheaded the development of a groundbreaking Real-Time Charging solution for 80 million subscribers, a system that later became the foundation for HP's official SNAP Policy & Charging Solutions product. This solution was successfully implemented in Peru, Colombia, and Brazil.
- **Trusted Technical Advisor to Telcel:** Served as the primary technical point of contact for Telcel's leadership team, including Engineering Managers, CTO, COO, and CMO, providing expert guidance on HP technologies, developing ad-hoc solutions, and creating technology implementation roadmaps to support Telcel's strategic objectives.
- **Led High-Performing Engineering Teams:** Successfully led and mentored engineering teams in Mexico, fostering a culture of innovation and collaboration to deliver high-quality, scalable, and cost-effective solutions that exceeded client expectations.

HONORS AND AWARDS

Google Cloud Club Member | 2022

Recognized for outstanding contributions to the Google Cloud ecosystem, demonstrating expertise and commitment to driving cloud adoption.

HPE Distinguished Technologist | 2017

Recognized for exceptional technical leadership, innovation, and contributions to HPE's success.

HP Innovation Leader | 2015

Awarded for demonstrating a consistent ability to drive innovation, develop creative solutions, and implement groundbreaking technologies.

HP Most Valuable Player | 2008

Recognized for outstanding individual performance, exceeding expectations, and making significant contributions to HP's business objectives.

PROFESSIONAL TRAINING

Google Professional Cloud Architect, Google Cloud, Jan 5th, 2021

Description: Demonstrates the ability to design, develop, and manage secure and scalable cloud solutions on Google Cloud Platform.

Google Cloud Database Engineer, Google Cloud, Sep 11th, 2024

Description: Proves expertise in designing, building, and managing database solutions on Google Cloud Platform.

Google Professional Cloud Developer, Google Cloud, Dec 30, 2024

Description: Validates the skills to build and deploy scalable and highly available applications using Google Cloud technologies.

Google Digital Leader, Google, Aug 24th, 2021

Description: Showcases a fundamental understanding of digital marketing concepts and best practices.

Designing High Impact Solutions with MITDesignX, MIT, Nov 29th, 2022

Description: A hands-on program focusing on developing innovative solutions to complex challenges using design thinking principles.

Digital Transformation Technologies and Their Applications, MIT, Jun 21, 2022

Description: Explores the latest technologies driving digital transformation and their impact on businesses.

Mastering Design Thinking, MIT, May 2019

Description: A deep dive into the principles and practices of design thinking for creative problem-solving and innovation.

Cultural Awareness for Global Business, MIT, April 5th, 2022

Description: Enhances understanding of cultural differences and best practices for effective communication and collaboration in a global business environment.

Artificial Intelligence: Business Strategy & Application, UC Berkeley, Oct 2020

Description: Focuses on the strategic implications of artificial intelligence for businesses and its practical applications.

Marketing Strategy, eCornell, Nov 18th, 2017

Description: Provides a solid foundation in marketing principles and strategies for developing effective marketing plans.

PROFESSIONAL LICENSES & MEMBERSHIPS

Project Management Institute (PMP)
Date license was issued: June 2006

LANGUAGES

English: Advanced Listener, Intermediate Speaker, Advanced Reading, and Writing
Portuguese: Intermediate Listener, Novice Speaker, Intermediate Reading, and Writing
Spanish: Native Language

COMPUTER SKILLS

Programming: Python, NodeJS, Java, Shell Scripting

Applications: Oracle Database, MySQL, PostgreSQL, Linux, Visual Studio Code, GitHub, Google Workspace, Miro, Adobe Suite, eIUM (HPE), Service Activator (Openet)

Platforms: Google Cloud Platform (GCP) – including Compute Engine, App Engine, Kubernetes Engine, Cloud Functions, Cloud SQL, BigQuery, Cloud Storage, Cloud Run, and AI Platform

REFERENCES

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