

## About Mutiny Labs

Consulting Agency headed by a serial entrepreneur with proven track-record in the digital space for the past 20+ years working directly with top-notch clients like Mozilla, Microsoft, Intercontinental Hotel Group, and Toyota, to name a few.

Offering fractional Chief Innovation Officer knowledge through consulting and production services to industry leaders. Boasting an award-winning team of experienced professionals catering to brands and agencies looking to disrupt the traditional space. Mutiny Labs is a dba for Kiara No Muerde, LLC.

## About Juan C Sánchez (Gino)

Gino is a digital communications and initiatives strategist with over 20 years of experience developing digital marketing campaigns, brand and consumer applications, Big Data, social applications, HD touch apps, and multimedia content for leading global and national brands. He has been recognized by Advertising Age Magazine, Digiday, Davey Awards, Nielsen, and The Webby Awards for his innovative and impactful work.

Gino has a proven track record of success in increasing consumer engagement and redefining the communications business in Puerto Rico. He has worked with various industries, including automotive, non-profit, beverage, banking, media and entertainment, consumer products, tourism, hospitality, and technology.

As a technology advocate, Gino has led teams of designers, developers, analysts, programmers, and advertising experts to create rich, engaging, and unforgettable digital experiences. He's been involved in several high-profile projects, including Mozilla's Firefox Download Day campaign, which broke the Guinness World Record for most single downloads of a software in a 24-hour period, and Hotel Indigo's Interactive Neighborhood Guide, a multi-language HD Touch App that has been deployed around the world in over 60 hotel lobbies.

Recently, Gino has further expanded his expertise by achieving the Advanced user certification in Notion, attaining all three coveted certification badges. This accomplishment not only highlights his commitment to continuous learning but also ensures that he remains at the cutting edge of collaborative and organizational digital tools, fortifying his arsenal of skills in steering teams and projects toward unmatched digital excellence.