

Grupo Idesa

Project Summary

This project focused on the digital consolidation of a large industrial group operating through multiple subsidiaries in highly regulated sectors. The primary objective was to centralize digital communication, commercial operations, and governance under a single corporate framework, while preserving operational autonomy across business units.

The initiative involved the design and implementation of a corporate CMS integrated with CRM capabilities and internal systems, aligned with strict corporate policies, regulatory requirements, and IT governance standards.

Objectives

- Unify the digital presence of all subsidiaries under a single corporate framework
- Connect websites, communication channels, and commercial operations
- Ensure compliance with corporate policies and external regulations
- Preserve operational autonomy and flexibility at the subsidiary level

Initial Ecosystem

- Approximately eight subsidiaries operating in different industrial sectors, including petrochemical, construction, transportation, manufacturing, and logistics
- Disconnected websites and communication channels managed independently
- Limited central visibility, governance, and operational traceability
- Complex, inherited corporate policies that constrained digital execution

Key Challenges

- Divergent priorities and interests across subsidiaries
- High compliance requirements driven by corporate governance and governmental regulations
- Integration with Active Directory and internal IT infrastructure
- Scalability requirements for an organization with more than 10,000 employees

Solution Approach

- Design and implementation of a governed corporate CMS serving as the central digital backbone
- Integration with CRM systems to manage inbound communications, leads, and quotations
- Definition of a centralized role-based access and permissions model
- On-premise deployment aligned with internal IT security, infrastructure, and compliance standards
- Continuous coordination with internal IT teams and executive stakeholders

Scope of Work & Role

I acted as the lead responsible for system design, technical coordination, and executive alignment throughout the project.

My role focused on translating complex political, operational, and regulatory requirements into a scalable and usable technological solution, ensuring adoption across subsidiaries while maintaining corporate control and compliance.

Final Deliverables & Outcome

- Unified corporate CMS integrating all eight subsidiary websites
- Redesign and alignment of brand identity across the group
- Centralized communication and commercial management
- Clear digital governance and operational traceability
- Fully deployed and operational solution delivered within 8 months