

Aritz Pozo Etxenike

Phone: +525552740827 | Email: aritz.pozo@gmail.com | <https://aritzpozo.com> | Mexico City

CTO | Strategic Consulting | Founder | Digital Transformation | Process Automation | ERP Implementation | CRM | Business Intelligence | KPIs | Web Applications

I contribute to digital transformation, process optimization, and automation.

Professional Profile

I am a CTO for companies seeking to drive innovation, launch new products to market, and achieve continuous digital transformation.

In recent years, I have helped companies scale and automate their businesses through ERP and CRM solutions, using objective data and KPIs to deliver value to CEOs, Managing Directors, and Shareholders in their digital transformation and business model optimization.

With over 7 years of experience in technology leadership for Mexican and Spanish companies, and 6 years as a web developer, I have built a strong approach to leading multicultural teams, implementing scalable systems, optimizing key processes, and managing company soft landings into new markets.

Areas of expertise

Technology:

Digital Transformation
IT Strategic Consulting
Software & SaaS Development
Architecture & Integrations

Business:

Product Market-Fit and Bootstrapping
Intrapreneurship & Corporate Innovation
Process Optimization & Automation
Leadership of Multidisciplinary Talent

Technology Stack & Hard Skills

JavaScript, PHP, Python, MySQL, SQL, Node.js, AWS, REST API, JWT, Express.js, XAMPP, UX, UI, pentesting, Windows Server, Linux Server, VMW, virtualization, docker, AML, WordPress.

Professional Experience

Main developer | Healthtech Consultant

LiveCeller & G3nomics | 2025 – Present | Mexico City

- Designed and developed a web-based ERP system for medical practices, focused on compliance with Mexican healthcare regulations (NOM-024 and NOM-004).
- Implemented secure medical records management, user roles and access controls aligned with regulatory requirements.
- Developed backend logic using PHP and MySQL, ensuring data integrity, traceability and audit readiness.
- Built frontend functionality using JavaScript, optimizing usability for non-technical medical users.
- Implemented authentication, permissions and secure data handling for sensitive health information.
- Led technical onboarding and training for doctors through webinars and live sessions, ensuring correct system usage and regulatory adherence.
- Worked closely with end users (medical professionals) to adapt workflows to real clinical operations.

CTO / Director de Technology

Zendha Core SL | 2021 – Present | Mexico City, Mexico | San Sebastián, Spain.

- Founded and developed Zendha Core – WebApp and SaaS, defining its technological, UI, UX, customer experience, commercial, and strategic foundations.
- Implemented a bootstrapping approach, funding development without external investment.
- Lead the technological and operational evolution, implemented across multiple companies to optimize operations.
- Led expansion and consolidation in Mexico and Spain, aligning technology with market requirements.
- Automated internal processes and defined technology strategies to improve efficiency and profitability.
- Managed and led technical and multidisciplinary teams using agile methodologies.

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CTO / Director de Technology

NumenMX | 2019 - 2021 | Mexico City

- Led the company's digital transformation, ensuring operational continuity and infrastructure optimization.
- Designed and implemented a proprietary CMS, improving SEO performance and content management for key clients.
- Optimized internal workflows through automation and structured technology processes.
- Managed distributed teams and tools, improving operational efficiency.
- Software development in JavaScript and PHP for process customization.

CTO & Intrapreneurship

Grupo Emad | 2019 | Mexico City

- Led the creation and development of internal startups, defining innovation and growth strategies and overseeing product development roadmaps.
- Developed scalable technology products using agile methodologies and efficient processes.
- Built digital platforms for financial markets and technology tools for various industries.
- Established the technology department structure for new internal initiatives.

IT Administrator & Web Developer

Padilla y Bujalil | 2019 | Mexico City

- Managed and optimized IT infrastructure, ensuring operational stability and continuity.
- Maintained and optimized real estate CRM systems, ensuring compliance with AML regulations.
- Developed Python-based network monitoring software for detecting irregular activity.
- Implemented security systems to protect data integrity.
- Automated internal processes through scripts and IT tools.

Previous Roles:

- **Front-end developer**, GetMore, Mexico City, 2019
- **Web Developer**, SYMA Panel, Donostia-San Sebastián, 2016-2018
- **IT Developer & Support**, AP Systech, Donostia-San Sebastián, 2015-2017
- **Systems Administrator**, MIX Network, Remote, 2017
- **IT Development & Support**, Iparsystems Informática, Donostia-San Sebastián, 2012-2015
- **Technical Support**, W3Net, Donostia-San Sebastián, 2011-2012
- **Technical Support**, Pernod Ricard, Donostia-San Sebastián, 2011.

Educación

- International Project Management, UPV, Valencia, Spain
- Higher Degree in Web Application Development, Zubiri-Manteo BHI, San Sebastián, Spain.
- Technical Degree in Microcomputer Systems and Networks, Zubiri-Manteo BHI, San Sebastián, Spain.

Soft Skills

Sense of urgency
Collaborative leadership
Clear communication with technical and business teams
Passion for building and innovation

Language

Spanish (native)
Euskera (native)
English (written, spoken)

Información personal

Permanent resident in Mexico. Single.
Interests include reading, programming, cinema, and hiking.