

# Ricardo Mendivil

Digital Strategy & MarTech Director | Streaming Infrastructure Expert

## Contact

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## Summary

MarTech and streaming platforms leader bridging communication, data and robust digital architecture.

I build end-to-end systems for private events and communities: access control, reliable playback, and analytics.

## Experience

Virtua Group SAS - CEO & MarTech Strategist

Proprietary private streaming (audio/video) for events and forums with audience data and reliability-first ops.

Casa Macondo - Founding Partner & Content Strategist

Digital strategy for investigative/transmedia projects with 500k+ reach per campaign.

Nuestra Salsa / El Cafe del Mundo - Tech Founder

24/7 digital broadcasting systems with automation, metadata pipelines and monitoring.

Sounee - Product Lead (AI & Wellness)

AI-powered wellness product (EN/FR). Product development and platform architecture.

## Education & Teaching

Pontificia Universidad Javeriana (Bogota) - B.A. Social Communication & Journalism (2010).

University lecturer: Universidad de La Sabana, Universidad Externado, Politecnico.