

Efraín González

12+ years of Experience | Author of 'Innova City' (2022), a book about a digital transformation framework based on my thesis, implemented across organizations and supported by an active private community



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E-commerce and Digital Development Specialist



Skills



- Skilled in driving transformative digital strategies with a focus on **growth and e-commerce**, I formed and currently lead a team that has provided the sales, design, development, implementation and support of services in tech solutions for public and private clients such as **Establishment Labs (a Nasdaq-listed Costa Rican company)** and the Costa Rican Judiciary, with successful experience in securing an US Grant contract. Additionally, I am a Scientific Technological Researcher with CONICIT
- My technical and soft skills include Web/mobile design, management (CMS) & development, Blockchain, product ownership, agile methodologies, project management, UX, SEO, copywriting and social management, along with my leadership and training abilities



Professional Experience

- Experience - Led tech roles in digital industry** - Position / Organizations / Periods / Details:
- Co-founder / Innova City EdTech / Present / A company that includes a **social enterprise startup and the innovative community CRDigital.org**
- Director of I.T. Solutions** / An agency now known as **Kutwit** / Present / **Digital transformation services**
- Vice-rector of Technology** / Internacional Redeemed Christian University (IRCU) / 2019 – 2021 / Spearheaded specific digital initiatives, enhancing educational practices, online education, etc. Directed digital transformation research within various organizations
- Leadership Roles in Youth, Digital & Social Services** / Various Organizations / 2010 – Present / Also served as a **Professor & Speaker, guiding individuals to growth**
- Digital Team Lead** / Grupo SM (SM Group in English) / 2014 – 2019 / **Managed software development and digital strategies, significantly improving the User Experience (UX) of public client platforms**
- Content Manager and Web Developer** / Troubleshoot and optimized 300 US Websites at Capilleira (2012 – 2013) and fostered digital growth through content management at DCC (2011) - Early Career Roles



Education

- Education - Strong educational foundation in IT:**
- MSc (2019) & BSc (2017) in Web Design and Development / International Redeemed Christian University
- Various Certifications, technicians and courses in **IT, Digital Marketing, Negotiation, Cybersecurity, Design, Business Administration and Acceleration**, a complete school of **Digital Journalist, Project Management, Smart Cities, Telecommunications, Javascript, PHP, CSS3**, etc / Institutions as **UNA, CTP Calle Blancos, INCAE, ULACIT, Udemy, BlessU, Platzi, IBITEC, UPI & CNC** / 2011 – 2023



Native Spanish, Professional English, Familiar with other Romance languages



Author of 20+ articles - Experience in EdTech, GovTech and MedTech



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