

TOOLS

Atlassian, Notion, Asana, Trello, Jira, Figma, Miro, JavaScript, Make, Zapier, CRM, Salesforce, HubSpot, Zoho, Luma, Mural, Apphive, Slack, DevOps, AI Platforms, Generative AI, Mailchimp, Canva, Substack, Discord, Webflow, Google Workspace, Microsoft Office 365

LANGUAGES

SpanishNative

EnglishAdvanced | C1

KEY ACHIEVEMENTS

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Digital Transformation of Microenterprises, in HACKSURESTE

Directed **AI** and **automation** adoption for **6+ microbusinesses** through workflow redesign and **CRM** tools.
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Regional Innovation Participation Growth, in INCMTY

Increased participation **600% via regional ecosystem** partnerships and strategic outreach.
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Capacity-Building Workshops Delivery, in HACKSURESTE

Delivered **50+ training sessions** using **agile, innovation,** and facilitation methodologies
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National Entrepreneurship Calls Execution, in INCMTY

Designed **12 national entrepreneurship calls** using innovation frameworks and partnership management.
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Enterprise Software Project Delivery, in GRUPO GAMMA PENINSULAR

Delivered **15+ enterprise software projects** using Agile planning and **DevOps** integration

SKILLS

Soft

Innovation, Creativity, Leadership, Strategic Communication, Public Speaking, Emotional Intelligence, Adaptability, Stakeholder Management, Organization, Cross-functional Collaboration, Team Work, Problem-solving, Community Building, Mentoring, Decision-making, Storytelling, Time Management , Analytical Thinking

SUMMARY

Innovation & Entrepreneurship Program Leader, Startup Acceleration Specialist, and Ecosystem Builder with **10+ years** designing and scaling high-impact programs across LATAM. Experienced in **open innovation, social entrepreneurship, digital transformation,** and **multi-stakeholder collaboration** with universities, governments, corporations, and NGOs.

Recognized as **the youngest author to develop a sustainable entrepreneurship methodology, Redux,** adopted in educational and entrepreneurial communities.

Skilled in designing **acceleration pathways,** facilitating **workshops and bootcamps,** mentoring 100+ founders, and leading national innovation initiatives. Passionate about enabling mission-driven entrepreneurs through **systems thinking, qualitative research,** and **impact-focused program design.**

EXPERIENCE

- Strategic RevOps & Growth Manager

FlipHouse

 2025 - Present

- Led Revenue Operations and Growth strategy, aligning marketing, sales, and operations into a **unified revenue engine.**
 - Designed and implemented **end-to-end revenue funnels,** integrating acquisition, lead validation, lifecycle management, and pipeline governance within HubSpot.
 - Structured the commercial tech stack:** Meta Ads acquisition, automated lead ingestion and qualification via Make, CRM governance, and WhatsApp integration for follow-up acceleration.
 - Reduced lead friction and improved speed-to-contact through automation workflows and standardized lead status architecture.
 - Built revenue visibility frameworks enabling data-driven decision-making across founder and commercial leadership teams.
 - Translated growth strategy into executable processes,** balancing rapid experimentation with operational control and responsible scaling.
 - Established **RevOps governance practices** connecting demand generation, sales execution, and revenue forecasting.
- Strategic Business & Innovation Manager

HackSureste

 2024 - Present

- Implemented **automation, AI tools,** and **CRM** systems for **digitalization,** boosting efficiency and customer growth.
 - Systematized** program data using **CRM** tools to enhance reporting and decision-making.
 - Integrated **systems-thinking approaches** to diagnose social challenges and design high-impact entrepreneurship programs.
 - Facilitated smooth **onboarding processes for social entrepreneurs,** ensuring accurate needs assessments and alignment with **Fellowship support pathways.**
 - Coordinated with **investors, mentors, and senior leaders** to deliver high-value learning experiences and accelerate venture growth.
- Startup Acceleration & Innovation Program Manager

HackSureste

 2018 - 2023

- Built** and operated a regional **innovation lab,** embedding **agile culture** and supporting **5+ digital products.**
 - Strengthened** the regional **entrepreneurship ecosystem** through strategic **partnerships** with **academia, government, and industry.**
 - Expanded HackSureste and Industria 4.0, **positioning** the Southeast as a **national innovation hub.**
 - Mentored **100+ founders** using **Lean Startup, Design Thinking,** and structured validation tools.

SKILLS

Technical

Scrum, Program Design, Kanban, Lean Startup, Process Automatization, Product Development, Strategic Planning, Startup Acceleration, Venture Assessment, Open Innovation, Ecosystem Development, Entrepreneur Mentorship, Negotiation, Agile Project Management, Design Thinking, Digital Transformation, Impact Analysis, Workshop Facilitation, Instructional Design, Business Modeling, Qualitative Research, Needs Assessment, KPI Definition, Program Evaluation, Event Production, Experience Design

PROJECTS

REDUX

📅 2020

📍 INCmty | Tecnológico de Monterrey

🔗 <https://diegomaury.notion.site/REDUX-d145e607b09244b1aa592f44f3c4e458>

- **Developed** a **sustainable methodology for entrepreneurs** to apply sustainability, feasibility, and systems-thinking in their ventures.
- Became the **youngest author** to develop a recognized framework for early-stage founders.

EDUCATION

Bachelor's Degree in Political Science and Public Administration

SEP Secretaria de la Educación Pública

📅 2024 - 2025

EXPERIENCE

National Program Manager | Innovation & Entrepreneurship

INCmty | Tecnológico de Monterrey

📅 2018 - 2022

- **Directed** the **HEINEKEN Green Challenge**, evaluating **900+ sustainability-focused projects**.
- Led **30+ open innovation programs** using **agile frameworks** and multi-sector collaboration tools.
- **Managed** national **innovation** and **entrepreneurship programs**, positioning INCmty as a leading platform in Mexico.
- **Designed** hybrid **open innovation calls**, challenges, and capacity-building programs aligned with sustainability.
- **Consolidated** Mérida as a strategic **innovation hub** through **community activations**.

Professor | Entrepreneurship & Innovation

Tecnológico de Monterrey & EBC

📅 2019 - 2022

- **Designed** project-based courses in **entrepreneurship, innovation, agile methodologies**, and **business modeling**.
- **Guided** students through **startup validation, customer discovery**, and **prototype testing**.

Talent Development & Skills Acceleration Coach

Platzi

📅 2020 - 2021

- **Trained** learners in **professional skills, technical skills**, and career development.
- Enhanced career alignment for +100 participants, improving learning outcomes by tailoring education paths to career objectives.

Technology & Innovation Project Manager

Grupo Gamma Peninsular

📅 2019 - 2020

- **Improved** operational efficiency by implementing **automation** and **digital workflows**.
- **Supported** executives in defining **technology roadmaps** aligned with strategy.

CERTIFICATIONS

Agile Development Practices

LinkedIn, 2024

Agile Foundations

Project Management Institute, 2024

Agile Requirements Foundations

Project Management Institute, 2024

Business Analysis Foundations

LinkedIn, 2024

Negotiation Professional Certificate

American Negotiation Institute, 2024

Managing Project Stakeholders

Project Management Institute | NASBA, 2024

Strategic Negotiation

NASBA, 2024

Learning Program Management

LinkedIn | NASBA, 2024

Managing and Working with a Technical Team for Nontechnical Professionals

NASBA, 2024