

Miguel Angel Melgarejo FuentesAge: 34Gender: Male.Nationality: Mexican.Current Location: Monterrey, NL, Mexico.Phone: +52 1 55 1689 9131E-mail: miguelmelgarejo@gmail.comWeb: miguelmelgarejo.com**Overview**

Innovation expert focused on the positive transformation of the world through the development of companies, services, products and new business models have positive impact on the economy, society and the environment. Design thinker and community builder with experience in Latin America, Europe and India with a proven record on strategy, organization, product / service design and business development. Innovation management expert with proven success developing processes, methodologies, trainings and strategies for the financial, construction, education and service industries.

Education

Aug. 2010 Master of Science Strategic Product Design - TU Delft, Industrial Design Faculty - Delft, The Netherlands

Aug. 2012 Key topics: Business Intelligence, New Product Development, Product Economics, Brand & Product Strategy, Consumer Research, Product Commercialization, Creative Facilitation, Design & Product Strategy.

- *HSP Huygens Scholarship; provided by the Dutch government supporting living and studying costs.*
- *Thesis: "A new sanitation system for slums in dense areas" – Continued as a professional project later on.*
- *Graduated with Cum laude distinction (GPA 9.0/10).*

Feb. 2003 Bachelor of Science in Industrial Design - Tec de Monterrey, Monterrey, Nuevo León, México

Aug. 2008 Key topics: Design Theory and Methodology, Prototyping, Product Development, Digital Design, Human-Centered Design, Physics, Material Sciences.

- *Study abroad semester in Universidad Diego Portales – Chile*
- *Graduated with honors. (GPA 90/100).*

Work Experience

Mar 2020, **Cocolab International - Director of Strategy**

Today Mexico City (Remote), Mexico

In charge of representing the interests, desires and needs of the audience, clients and stakeholders in the Cocolab design process in order to ensure the development of successful immersive multimedia experiences that generate positive emotions in people (CX, UX). Among my key responsibilities are:

- *Audience segmentation and development of tools to communicate them internally.*
- *Definition of key processes for the development and design of experiences.*
- *Definition and measurement of the company's Theory of Change.*
- *Generation of key findings that inform the development of the portfolio of products, services and experiences of the company.*
- *Collaboration in the key business development processes of the company.*
- *Implementation of agile processes for the validation of experiences with the audience during the design phase.*

Sept. 2019 **Independent Innovation Adviser**

Mar, 2020 Mexico City, Mexico

Independent contractor focused in developing and advising top Mexican companies in their innovation efforts.

- [Rotoplas](#): *Design and implementation of their CX CoE*
- [Cocolab](#): *Design and implementation of their strategy department*
- [Alia](#): *Design of their innovation portfolio and strategy*
- [Futura](#): *Redesign of their value proposition and commercial strategy*

Dec. 2015 **CIRKLO MX - Director of Innovation**

May, 2019 Mexico City, Mexico

<http://www.cirklo.mx/>

In charge of leading the development and implementation of the right innovation tools, methodologies and processes for all the consulting services of the company. Project manager specialized in complex innovation challenges around the topics of innovation management, product / service design, social impact, human resource management, culture development and more. Managed a group of experienced innovation strategists to develop cutting edge tools, frameworks and methodologies.

- Created, managed and nurtured relationships with top management and C-suite clients.
- Advocate and leader of the B-corp certification of the company (first consultancy in Mexico to acquire it).
- Facilitated co-creation sessions, SCRUM teams, ideation sessions, design thinking methodology and more.
- Received the DMI design value award for the design and implementation of the innovation strategy for SURA Asset Management Mexico.

Managed and/or participated directly in projects for companies like: Sura AM, Genera (Fiinlab), Lamosa, Oxxo, FEMSA, Facebook, Mabe, Bonafont (Danone) and more. Supervised and assessed projects for companies like: Kellogg Foundation, Fomento Social Citi-Banamex, Danone, GIZ and more.

Jan. 2018 **CENTRO Masters in Business Innovation - Teacher - Collaborative Strategies for Innovation -**

May, 2018 Mexico City, Mexico

<http://www3.centro.edu.mx/>

Main lecturer and designer of the master's course "Collaborative Strategies for Innovation" incorporating topics such as: systemic thinking, design thinking, human centered design, human productivity, social innovation, innovation management, meaning development, amongst others, in a critic and dynamic way.

- Developed the course syllabus in collaboration with the Director.
- Facilitated key topics and invited guest lecturers.
- Gave 1:1 follow-up and counsel to students in a wide range of topics.
- Graded as the best teacher of the generation.

Aug. 2014 **CIRKLO MX - Senior Innovation Consultant**

Dec. 2015 Mexico City, Mexico

<http://www.cirklo.mx/>

Responsible of the development of innovation strategies and design research projects for multiple clients in both commercial and social worlds combining entrepreneurship, innovation and design approaches.

- Collaborated in the development of a new approach to social ventures in Mexico.
- Designed and managed multiple projects to enforce and empower social initiatives.
- Implemented innovation management programs for multiple corporations (banking, insurance...)
- Actively contributed in the growth of the company attracting new business opportunities.
- Performed research projects with novel approaches for the company and its clients.
- Facilitated multiple workshops engaging with multiple stakeholders.

Feb. 2013 **TU Delft / Bill & Melinda Gates Foundation - Design strategist and researcher**

May, 2014 Delft, The Netherlands – Delhi, India

<http://www.io.tudelft.nl/reinventthetoilet>

Strategic designer working for the TU Delft chapter of the Reinvent the toilet Challenge, which had the objective of developing a new sanitation system for informal settlements in India based on radical new technologies. The project was successfully showcased in India during the Reinvent the Toilet Fair (Delhi, 2014).

- Coordinated students and developed partnerships with multiple stakeholders.
- Facilitated workshops and creative sessions in India and the Netherlands.
- Collaborated in product development, interaction design and prototyping.
- Developed service, branding and implementation strategies and roadmaps.
- Developed a sound business model and P&Ls for the sanitation industry.
- Visualized strategies, flows and procedures in a comprehensive and attractive way.

- Mar. 2013 **Creative Industries Sector of the Mexican Talent Network - Mexican Ministry of Foreign Affairs -**
 Aug, 2014 **Coordinator**
 Delft, The Netherlands <http://industriacreativa.mx/>
 Founder and coordinator of the Creative Industries Sector of the Mexican Talent Network in the Netherlands, supported by the Mexican Ministry of Foreign Affairs with the objective of promoting, connecting and empowering Mexican creative individuals and organizations around the world.
- *Founder of a global network of collaborators for the promotion of the creative industries.*
 - *Connector of talents, companies and creative projects around the world.*
 - *Manager of an organization with limited resources achieving global reach and renown impact.*
 - *Advocate of the value of creative disciplines and industries for communities and companies.*
- Jan, 2013 **Fuera de Contexto (Podcast) - Founder and Producer**
 Today Mexico and The Netherlands <http://www.fueradecontexto.mx/>
 Founder, producer and host of a Spanish spoken audio podcast. The show showcases stories about design, innovation and creative endeavors from creative individuals around the world.
- *Multimedia storyteller using limited resources to produce high quality results.*
 - *Developer of a show with global audience through different stories, strategies and platforms.*
 - *Trend hunter and communicator for multiple cultures in the Spanish language.*
- Jun. 2011 **Design the New Business (Documentary) - Producer & Director**
 May. 2012 Zilver Innovation - Rotterdam, The Netherlands <http://www.designthenewbusiness.com/>
 Renowned documentary produced for Zilver Innovation about how design and business are interacting and changing each other. Featuring pioneers from different companies, consultancies and universities around Europe. DTNB is now one of the most seen and influential documentaries about design thinking in the world.
- *Conceptualized, produced and promoted a high quality documentary in less than 6 months.*
 - *Multitasked from strategist to interviewer, from communications manager to cameraman.*
 - *Executed a successful communication campaign attracting thousands of viewers worldwide.*
- Feb. 2010 **TOY Vision Mex - Junior Designer**
 May. 2010 San Pedro G.G., Nuevo León, México
 Part of the design team at TOY Vision, a company focused in the development, import and distribution of toys for children in Mexico.
- *Organized and programed an online store for the company goals and guidelines.*
 - *Saved online marketing costs and opened new retail opportunities for the company.*
- Jul. 2009 **TORREY Foundry - Marketing Assistant**
 Feb. 2010 Apodaca, Nuevo León, México
 Junior designer and marketing assistant of an aluminum foundry servicing internal and external clients in Mexico and the United States.
- *Designed of a new product line for the company collaborating with multiple stakeholders.*
 - *Responsible for the development of the company website and SEO optimization.*
- Jun. 2008 **DIACRIL - Junior Designer**
 Jul. 2009 Saltillo, Coahuila, México
 Junior designer at a B2B plastic product manufacturer, providing signalization and custom solutions for industrial factories and offices in the north of Mexico. .
- *Developed a new pricing and categorization system for the products of the company.*
 - *Designed and supervised CNC, laser cutting, printing, manufacturing and delivery of products.*
 - *Developed a new furniture line for the company and launched it to the market.*

Nov. 2008 **TOCTOC - Founder and Community Manager**

Jun. 2011 Monterrey, Nuevo León, México

<http://www.toctoc.mx/>

Founder and community manager of TOCTOC a Mexican creative industries community with thousands of active members that serves as a networking point and promoter of creative disciplines.

- *Founded an ongoing design organization that promotes local design in a global environment.*
- *Developed a strong brand that connects multiple stakeholders in the society.*
- *Created services and platforms that continues serving and expanding around Mexico.*
- *Started one of the most important creative industry job boards in the country.*

Lectures, Activities, Publications and Awards

- 2020** **Manifiesto: Armando el rompecabezas del diseño estratégico** [link](#)
Pro-bono workshop for a local collective of designers and creatives in Mexico City.
- 2018** **DMI: design value award 2018** <https://www.dmi.org/page/2018DVASURA>
For innovation management strategy development for SURAM México.
- MILENIO: Cirklo, impulsando empresas con propósito** <https://goo.gl/8zkojy>
Online article about the importance of being a B-corp in the Mexican context.
- 2017** **LAB CAPITAL Bogotá, Colombia** - <http://veeduridistrital.gov.co/noticias/LAB-Capital-Al-servicio-la-ciudadan%C3%ADa-y-Distrito>
Part of the main lecturers in the launch of their innovation methodology for public organizations.
- Emerge 04**
Article in the printed publication of the main critical design magazine in Mexico.
- Abierto Mexicano del Diseño**
Part of the participants in the debate with Ariel Rojo, Emiliano Godoy, amongst others.
- Diseño y educación: the ideal combination**
Online article: <https://medium.com/cirklo/design-and-education-the-ideal-combination-480df4ca906b>
- 2016** **Closing panel: Design Decode**
Facilitated the closing panel with the heads of the major industrial design programs in Monterrey.
- La experiencia y el propósito**
Online article for Cirklo (<https://medium.com/cirklo/la-experiencia-y-el-prop%C3%B3sito-4fa3fc3faf2d#.3yrx8evy8>)
- 2015** **Change Ahead: How Research and Design are Transforming Business Strategy** book
Full length interview featured in the book about how design is changing business. ISBN: 9063693982
- Conference: DI-Integra Ibero Puebla**
About the relationship of storytelling and design for the league of design schools in Mexico, over 400 attendees.
- Conference: Plan B TEC Puebla**
About the Reinvent the Toilet Challenge and sustainable design.
- 2014** **Closing panel: HacedoresMX**
Facilitated the closing panel of the events with different personalities of the maker movement in Mexico City.
- Conference: Design Decode**
About the process of the Reinvent the Toilet Challenge and the relevance of strategic and sustainable design.
- Creative Dialogues, Mexican designers in the Netherlands speaking up**
Event with more than 40 international participants and VIPs - held up in the Mexican embassy in the Netherlands.
- 2013** **Dag van de Doden in the Netherlands**
Organized the traditional Mexican Day of the Dead celebration with the Wijkcooperatie of Afrikaanderwijk in Rotterdam, NL.
- Design Exchange**
Conference on intrapreneurship organized by Groh! Innovation in Utrecht, The Netherlands. <https://vimeo.com/76156159>

Fuera de Contexto live show for Design Decode and TUDelft

Developed an audiovisual show that presented future trends in design. Presented in Mexico and the Netherlands to 400 people.

2012 Museum of Modern Art of New York; MoMA Destination: Mexico

Selected as part of the product selection for the MoMA NY stores. Showcasing the Bookmarks and Ihui earrings projects.

Know How 2012 – Design the New Business

Virtual conference about the making and meaning of the documentary Design the New Business.

2011 Kartell Loves Mexico

Selected to design intervention for the Kartell Bourgie Lamp. Auctioned for charity at the Soumaya Museum in Mexico City.

PDMA Innovation Truth Behind the Dikes

Research about the power of visual thinking for the Product Design and Marketing Association of the Netherlands.

Utrecht Start-up weekend winner

First prize with the smartphone app concept GIGG. Developed together with a multidisciplinary and multicultural team.

2010 Pecha Kucha Den Haag

Speaker showcasing TOCTOC and other personal projects in front of an international audience.

Día LDI TEC Monterrey

Conference about the creation of TOCTOC and the relevance of design communities.

1,000 Product Designs book

Selected as one of the featured products in the book with the "Axixa" public urinal project. ISBN: 9781592536382

Earlier Member of the Ajolotour team

Collaborated with diverse Mexican craft masters in different parts of the country developing new product concepts.

Member and Coordinator of Escuadrón Nasak

Active member of a scout system based group, in which teamwork and leadership abilities were developed. Main leader of the group (2005) responsible for more than 120 members organizing weekly activities and summer camps.

Software and programming skills

Proficient: Microsoft Office; Illustrator; Photoshop; InDesign.

Intermediate: AfterEffects; Final Cut; Ableton Live; HTML, CSS & PHP; Dreamweaver; 3D Max; SolidEdge; Modo.

Basic: Flash; Processing; AutoCad; SolidWorks; Rhino.

Languages

Spanish (Native); English (Fluent); Dutch (Basic); French (Basic).

Interests

Social impact, management, organizational development, disruptive technologies, strategic design, social media, education, science and technology, podcasts, storytelling, social innovation, electronic music, good music, traveling, other cultures, entrepreneurship, intrapreneurship, soccer, 3D printing, laser cutting, good movies, insightful documentaries, beer crafting, taco making, standup comedy, sherlock holmes.