

PEDRO RIVERA TORRES MOIR

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PRODUCT BUILDER | ZERO-TO-ONE SOFTWARE | AI, DATA & ENTERPRISE SYSTEMS

Velkan (*independent product studio | scalable software*)

Madrid

Founder | velkancorp.com

2020-Present

- Builds and operates an independent product studio for focused software with room to scale; owns product thesis, product strategy, UX, architecture, distribution, fundraising, and operations across the portfolio.
- **Waffle (app.waffle.page)**: built two product generations - a semantic-search and conversational AI platform spanning 5M+ indexed items with RAG, vector databases and LLM APIs, then a local-first everything library where files remain canonical and sync is optional; owned product, UX, data pipeline, go-to-market and fundraising.
- **AlertaMap (alertamap.com)**: built and launched an accountless, local-language global natural-disaster map combining USGS, GDACS and NASA EONET sources with visible provenance, evidence level and freshness.

Valepath (*technology & operating-model transformation | 80+ initiatives | 9 industries*)

Madrid

Founder & Principal | valepath.com

2013-Present

- Built software products and operating systems across 80+ initiatives in nine industries and \$5M-\$300M+ organisations. Translated CEO and Board constraints into product, workflow and technical interventions; deployed them, drove adoption and transferred durable ownership to internal teams.
- **Product & platform scope**: four ERP implementations (two custom-built), CRM, 20+ frontline applications, cloud/network/security, IoT sensor networks and PLC automation, BI/data products, workflow redesign, AI products and integrations; 99.8% network uptime and -75% data-sync time.
- **Quantified business impact**: +18% net operating income, 300% pre-sales growth, 100% occupancy (from 2%), +45% YoY revenue, +36% F&B gross profit, -70% quote turnaround, -65% payroll time, +15 engagement points, -6% voluntary turnover and -18% fuel. Technology due diligence is one offer within the broader practice.

Abraxas (*technology venture builder | \$150M+ portfolio market cap*)

Mexico City

Co-Founder

2013-2019

- Co-founded a technology venture builder that grew to 200+ professionals; built initial products and service offerings across bioinformatics, CPG and food safety (BSL-2 laboratory environments). Evaluated product and technology architecture across six portfolio companies.
- Owned early product and commercial strategy plus delivery architecture; worked directly with government and C-level clients on custom bioinformatics products, lab-management systems and microarray-analysis pipelines.

EDUCATION

University of Colorado at Boulder

Colorado, US

B.S. Electrical & Computer Engineering | Biomedical & Neural Engineering | Minor: Economics

2007-2012

- President's Leadership Class Honors Program; Applied Business Certificate (Leeds School of Business)

Stanford University

California, US

Advanced Project Management

2015

PRODUCT & TECHNICAL DEPTH

- **Product & Distribution**: Zero-to-one discovery, product strategy, UX, rapid prototyping, positioning, go-to-market, fundraising and portfolio operations
- **AI & Data**: Semantic search, RAG pipelines, vector databases, LLM APIs (OpenAI, Anthropic), recommender systems and conversational agents; Python, JavaScript, SQL
- **Platforms & Enterprise Systems**: AWS, Azure, GCP, Azure IoT; ERP (Odoo, Dynamics 365/Navision); Power BI, Microsoft 365, Google Workspace, Power Platform and HRIS
- **Physical Systems & Assessment**: IoT (ThingsBoard, Modbus, Sigfox, Libelium), BIM/Geospatial and PSIM/Security; technology due diligence, technical risk, post-acquisition integration and cost-to-fix estimation
- **Languages**: English (native), Spanish (native) | **Citizenship**: United States, Italy (EU), Mexico