

Israel Rey [Innovation Designer]

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Biochemist and biologist with 15 years of experience in the design and development of B2B/B2C technological products and services for large corporations and startups using innovation methodologies and tools and the implementation of open innovation strategies.

INNOVATION RESULTS

I coordinated the ideation and design of 9 new digital products for Banco Sabadell

Strategic innovation consulting with the management team of Banco Sabadell, conducting qualitative market research and innovation sessions. Definition of 10 new digital products, of which 9 were launched.

Banco Sabadell – Product and Service Design

I led the first addition of a startup to Hispasat's business portfolio: Pyro

Scouting and investing in startups, incorporating the startup Pyro as a new service in the company's business portfolio: Monitoring of forest fires via satellite and sensors for fire prevention and detection.

Hispasat – Open Innovation

I founded a startup in the petcare sector, invested in by Telefónica and RocaSalvatella

I created a pet healthcare startup with a mobile app for owners, a web platform for veterinarians, health and vaccination records, reminders, and big data. It received investment from Telefónica and RocaSalvatella in Spain and Mexico.

Animalvitae – Pet Healthcare Startup

I designed and developed a strategic and project management platform with integrated AI

Strategic consulting (market analysis, workflows and communication and responsibilities), design, development and deployment of a platform for MODIband for strategic control and project management with integrated AI.

ENNTROPY – Design and development of products and services

COMPETENCIES

Innovation and Strategy

Innovation Design

Transforming complex needs and projects into new solutions, using innovation methodologies.

Innovation Consulting

Diagnosis of the situation, definition of challenges, creation of a roadmap, development of MVPs and culture of innovation.

Open Innovation

Design of collaborative ecosystems between corporations and startups, scouting and investment in startups.

Business Strategy

Startup foundation, strategic consulting and creation of innovation plans aligned with strategic plans.

Technology and AI

Artificial intelligence

Integration of AI into digital products and business processes, prompt engineering, model training, etc.

Digitization and Automation

Digital transformation of sectors and companies, automation of processes through digital platforms and AI.

Data, IoT and Earth Observation

Creation of platforms for the management and analysis of data from different technologies such as satellites and sensors.

Qualities

Creativity

High capacity to create original and valuable ideas and solutions: brands, products, innovation tools, etc.

Resilience

Ability to face and overcome challenges and obstacles, maintaining focus and motivation to achieve goals.

Languages

Spanish: Native | English: Basic Professional Proficiency.

PROFESSIONAL EXPERIENCE

Founder | ENNTROPY | 2025 - Present

- Strategic consulting using existing and custom-designed innovation methodologies and tools to define strategic objectives, priorities, responsibilities, and management and communication systems.
- stack design and development of 3 digital platforms with AI: Research, design and development, using AI platforms and agents, of:
 - Chiflo: a children's streaming platform with values, now adapted to the needs of a client.
 - Gnowy: an EdTech platform that combines conversational AI (RAG with pgvector), expert-curated content, and self-generated flashcards and quizzes.
 - Klickon : an editor that overlays interactive layers (texts, buttons, graphics, React components , etc.) onto MP4 and YouTube videos.

Innovation Designer | Hispasat | Oct 2019 – May 2025

- Design of the innovation plan linked to the 2020-2025 strategic plan and implementation of agile dynamics and meetings in innovation projects.
- Scouting and investment in Pyro (fire detection via satellite and sensors), generating a new line of business aligned with the corporate strategy.
- 2 European Horizon projects participated in and successfully completed, coordinating one of them.
- Design of a satellite-based carbon credit monitoring and management platform in partnership with the Repsol Foundation.
- Creation and management of the Open Innovation ecosystem.

Professor of Innovation | UCM | Feb 2019 – Jan 2021

- Training in innovation methodologies and tools for students of the Master's degree in Fundraising Management taught by the UCM.

CIO | Inmark Group | Jun 2017 – Oct 2019

- Creation of the Hybrid Xperience brand as an innovation and digital transformation consultancy: customer experience, innovation culture and design and implementation of profitable and disruptive solutions.
- Design, facilitation and promotion of innovation sessions with managers from Banco Sabadell and Triodos Bank, creating new products, services and internal processes.
- Training organizations through workshops and seminars in business modeling, Lean Startup, Innovation and Design Thinking.

Founder and CEO | Animalvitae | Sep 2010 – Oct 2019

- Startup foundation in the petcare sector with activity in Spain and Mexico with an application for pet owners and a platform for veterinarians: e- health, digital ID, wearables, apps and Big Data.
- Telefónica and RocaSalvatella as strategic partners, collaborating on the digital transformation in the veterinary channel and on the creation of gamified lead generation experiences for large corporations.

Commercial Manager | ARX, Salvat, Ratiopharm | Apr 2007 – Sep 2012

- Automation of stock and expiry dates in pharmacies using robots (ARX): €2M annual turnover in the sale and implementation of robotic solutions in pharmacies in the central area of Spain.
- Management and expansion of the client portfolio (SALVAT and Ratiopharm): acquisition of pharmacies, opening of new territories, and cross-selling advice. Record annual acquisition for the division.

Financial Advisor | Financial Area TF, Frandan Inversora, Kiron | 2003 – 2007

- Financial and stock market advice: 2nd highest turnover in Spain in 2004 among 700 Kiron offices.

TRAINING

- Bachelor of Science in Biochemistry | University of Seville | 2000 – 2002

- Quality Management Expert | CEA | 2001 – 2002

- Bachelor of Science in Biology | University of Seville | 1995 – 2000