



BENI LÓPEZ

MANAGING DIRECTOR, INDUSTRIAL & USA MARKET

Beni Lopez joined Softtek in 1989 and today holds a dual role as Managing Director for Softtek's Industrial vertical, as well as the company's US market. Beni and his team are strengthening the company's capabilities to help clients across the globe in the Industrial sector apply technology to their value chains to evolve their business. Prior to Softtek's vertical restructuring, Beni held the role of Chief Globalization Officer, where he directed and coordinated the firm's global accounts strategy.

Beni joined Softtek in 1989 and has played a central role in defining and executing Softtek's technology developments, in addition to the company's globalization and growth strategies. He is experienced in leading innovative new offerings, directing Softtek's globalization efforts and establishing long lasting partnerships with Softtek's largest clients. Furthermore, Beni mentored the concept of Neashore™ services, pioneered by Softtek in 1997, expanding Softtek's frontiers first to the US market and later to other global locations, including China.

Beni holds a Computer Systems Engineering degree from Instituto Tecnológico de Estudios Superiores in Monterrey, Mexico, and has been a speaker and panelist for numerous outsourcing and offshore/nearshore conferences around the world.