



## DAVID JIMÉNEZ

MANAGING DIRECTOR, CPG.

David started at Softtek in 2012, leading the M&A area and reporting directly to the CFO. In this position, he led more than 20 acquisitions and was also responsible for monitoring the financial and operational aspects of many of the company's strategic investments.

In 2014, he became VP of Business Development. In this role, he led the development of 15 of the most important accounts in the Mexican market. During the following 4 years, under his leadership, Softtek positioned itself as one of the leading IT companies in the consumer industry in Mexico. As a result of this effort, Softtek works with 8 of the 10 largest companies in the consumer industry in Mexico, developing and implementing projects ranging from infrastructure and application operation to ambitious digital transformation projects.

Currently, he holds the position of Managing Director for the CPG industry. As global leader, David is responsible for the design of solutions and services, and the delivery of Softtek projects to all clients in this industry. His team develops the digital capabilities necessary to efficiently manage complex supply chains and strengthen personalized connections with increasingly demanding customers.

David earned his degree in Business Administration from Chapman University in California.