



## RICARDO GONZALEZ

MANAGING DIRECTOR, HOSPITALITY

With more than 30 years of experience in the IT industry and business development, Ricardo leads Softtek's Hospitality Vertical. He is a preferred industry consultant with particular expertise in global sourcing strategies, digital transformation, innovative service delivery operating models and digital governance. Ricardo has been directly involved with some of the largest and most complex agreements on behalf Softtek's customers.

Previously, Ricardo had been instrumental to Softtek's Nearshore strategy development, where he has more than 20 years of experience. He was part of the initial team that conceived the Nearshore concept and managed Fortune 50 accounts, including General Electric. He led the acquisition and integration of GE's captive centers in Mexico and served as advisor to the Mexican government to develop its domestic IT strategy.

Additionally, Ricardo demonstrates a thorough understanding of what is needed to launch new offerings to the US market, such as business process outsourcing and mobile applications.

He holds a Management Information Systems degree from Instituto Tecnológico de Estudios Superiores in Monterrey (Mexico), a Certificate of Strategic Planning from ITAM (Mexico) and a Certificate of Financial Analysis from NYU.