

FERNANDO JAVIER JIMÉNEZ GARCÍA

CEO · General Manager · Business Transformation Leader · Founder

Madrid, Spain · +34 646 150 717 · contactme@fernandojimenezgarcia.es · [/in/fernandojimenezgarcia](https://in.fernandojimenezgarcia)

12+

EXECUTIVE
YEARS

EUR 8M

P & L MANAGED

350+

GLOBAL TEAM

10

COUNTRIES

3

M & A LED

CAREER PATH

05-08

Early career

08-14

Interflora

14-18

Adeo

18-22

ENGIE

22-23

ABAI

23-24

Nextlane

24→

Puzzle Tech

EXECUTIVE PROFILE

I build and transform organisations at moments of inflection: launching new business verticals, international expansion, M&A, and business model redesign. Currently Founder and CEO of Puzzle Tech & Sec with 15 active clients. Previously, Global Executive Committee Member at ABAI Group leading expansion into 4 new countries and founding WeHumans (Generative AI digital humans business unit); Group CIO and Executive Committee Member at Nextlane, a SaaS scale-up backed by Providence Strategic Growth. Combines strategic business vision, commercial execution capability, and deep technology mastery as a growth lever. Executive to Board Member Programme by ESADE (completion June 2026).

SELECTED ACHIEVEMENTS

- 01 Founder and CEO of Puzzle Tech & Sec (November 2024): built a technology consultancy from scratch with 15 active clients in its first months of operation.
- 02 Founded WeHumans, a Generative AI digital humans business unit within ABAI Group: led M&A with founders, designed strategic plan, business model, and go-to-market. Today operational with Tier-1 clients and national TV media coverage (TVE).
- 03 Led 3 international M&A processes at ABAI Group (Parla! Contact Center in Brazil, operations in Colombia and Portugal) plus greenfield opening of Peru; contributed to group expansion from 6,000 to 9,000 employees during the period (+50%).
- 04 Activated Tier-1 accounts (Naturgy, Telefónica, Volkswagen, BNP Paribas, Bosch) and delivered 25% software licence savings at Nextlane through post-merger consolidation.
- 05 Reduced ENGIE Iberia IT budget by 15% (~EUR 1.2M annual savings) and built from scratch a 30+ person business-oriented technology function.

EXECUTIVE EXPERTISE AREAS

- **General Management & P&L** P&L ownership · Budgets above EUR 8M · Commercial funnel contribution · Pricing and profitability · Strategic planning
- **Growth & Expansion** New market entry · International expansion (10 countries) · M&A and due diligence · Post-acquisition integration · Launching new business verticals
- **Organisational Leadership** Global teams of 350+ · Executive Committee · Board reporting · Organisational redesign · Executive talent attraction and development
- **Technology as a Business Lever** Digital transformation · Applied Generative AI · Proprietary product development · Cybersecurity as commercial advantage

EXECUTIVE EXPERIENCE

PT CEO & Founder · Puzzle Tech & Sec

Nov 2024 — Present

Technology advisory firm built from scratch, specialised in digital transformation, cybersecurity, and AI adoption for SMEs and mid-market companies. 15 active clients. Madrid.

- **Founded the company** defining the business model, service portfolio, and commercial positioning; full P&L: business development, client acquisition, financial management, operations, and delivery.

- **Built a 15-client portfolio** in the first months, with projects across infrastructure modernisation, cloud adoption, and certification readiness (ISO 27001, TISAX).
- **Featured client case:** billing process automation for a professional services firm, achieving 95% reduction in operational time and elimination of invoicing errors.
- **Strategic advisory** to boards on AI governance and EU AI Act readiness.

NX Group CIO & Executive Committee Member · Nextlane

Dec 2023 — Nov 2024

European SaaS scale-up backed by Providence Strategic Growth; EUR 100M+ recurring revenue, 700 professionals across 14 countries, formed by consolidation of 10+ acquisitions. European leader in automotive CRM and DMS.

- **Transformation of the technology function** into a business enabler, aligning IT investment with growth and post-merger commercial positioning objectives.
- **Technology harmonisation across 6 countries** following the consolidation of 10+ European acquisitions, integrating legacy DMS and CRM into a cloud-native platform.
- **25% software and licence savings** at group level through vendor consolidation with direct EBITDA impact.
- **Direct Board reporting** from the Executive Committee on technology strategy, IT investment, and progress of transformation programmes.

AB Corporate CIO & Global Executive Committee Member · ABAI Group

Feb 2022 — Dec 2023

Multinational BPO and technology group in active expansion. 6,000 → 9,000 employees during the period; 12 service centres across 5 countries; 120M annual interactions in 10 languages. Active contributor to group P&L and international expansion plans.

- **Founded WeHumans**, a new business unit for AI Agents and Generative AI digital humans: led the M&A with founders, designed the strategic plan, business model, and commercial strategy within the ABAI holding (launched February 2022).
- **Expansion into 4 countries** (Brazil, Peru, Colombia, Portugal): 3 via M&A (Parla! Contact Center + operations in Colombia and Portugal) plus greenfield opening of Peru. Due diligence, valuation, and post-acquisition integration plans.
- **Tier-1 account activation** (Naturgy, Telefónica, Volkswagen, BNP Paribas, Bosch) through differentiated technology propositions with direct revenue impact.
- **18% software cost savings** at group level through global consolidation and strategic partnerships (AWS Gold Partner, Celonis); global standardisation enabling PCI DSS, ISO 27001, and ENS certifications with direct commercial impact.
- **Business model transformation** from traditional BPO to technology consultancy with proprietary AI and cybersecurity products.

EN CTO Iberia · Management Committee Member · ENGIE Spain & Portugal Feb 2018 — Jan 2022

Global energy leader. Head of the technology function for the Iberia Business Unit (2,500+ users, EUR 8M+ budget) with direct impact on operational efficiency and profitability.

- **15% IT budget reduction** (~EUR 1.2M annual savings) on the EUR 8M+ budget, through selective outsourcing and supplier consolidation.
- **Cloud migration of 70% of workload** (Azure and AWS) with measurable impact on productivity and business time-to-market.
- **Built from scratch** a 30+ person business-oriented technology department aligned with group strategy.

— Previous track record · Adeo Group · Interflora · Telefónica · Correos 2005 — 2018

- **IT Director Spain & International Project Director at Adeo Group** (Leroy Merlin, 2014–2018): international programmes in 5 countries; +30% digital channel growth following e-commerce launch; +12 percentage points OTIF improvement in multi-country supply chain.
- **Infrastructure Manager at Interflora** (2008–2014): pioneering AWS migration in Spain and shift to omnichannel model.
- **Technical roles at Telefónica and Correos** (2005–2008): virtualisation (300% time-to-market reduction) and critical operations with record MTTR.

■ EDUCATION AND BOARD DEVELOPMENT

Executive to Board Member Programme (in progress, completion Jun 2026) ESADE Business School 2025 — 2026

Master in IT Management (CIO) Universidad Autónoma de Barcelona (UAB) 2016

Telecommunication Engineering (EQF 6) Università degli Studi di Firenze (Italy) 2008 — 2010

Telecommunication Engineering (EQF 6) Universidad de Alcalá de Henares 2003 — 2008

■ CONTINUOUS PROFESSIONAL DEVELOPMENT & LANGUAGES

► **Continuous learning:** AI Governance for Boards, EU AI Act, executive AI strategy, and technology governance frameworks.

► **Platforms:** AWS, Microsoft Azure, Celonis, ServiceNow, Salesforce. **Languages:** Spanish (native) · English C1 · Italian C1.