

JOSÉ ALEJANDRO CEBALLOS ZAVALA

From Code to Corporate Leadership · Strategic Consultant

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PROFILE

Technology innovation professional with command of the entire value chain: from programming and software development to corporate strategy and executive leadership. Over 35 years combining hands-on technical execution with business vision in IT companies.

SKILLS

- Software Programming & Development
- Web Solutions Architecture
- Business Strategy
- Strategic Planning
- Team Leadership
- Project Management & Negotiation

LANGUAGES

Spanish — Native

English — 90%

EDUCATION

Master's Degree in Applied Computer Science

ITESO · 2002

Diploma in Cognitive Development

ITESO · 1995

B.Eng. in Computer Systems Engineering

ITESO · 1991

RECOGNITIONS

Who's Who International — Recognized for outstanding IT achievements (2002)

Board Member, E-Commerce & IT Committees, Canaco Guadalajara (7 years)

Member, MexNet AC / ISOC Mexico (5 years)

PROFESSIONAL EXPERIENCE

CEO & Owner — Grupo JOAL

January 2001 – Present

- Directly involved across the full value chain: programming and solutions architecture, web development, and emerging technologies.
- Advises clients on technology adoption and digital strategy, translating technical capability into business results.

Chief Technology Officer (CTO) & Board Member — ARTIFEX Technologies

August 2021 – November 2024

- Led innovation teams delivering high-impact scientific-technology solutions.

Chief Technology Officer (CTO) — SBD Corporation

February 2012 – November 2024

- Provided strategic advisory on technology acquisition and development.

Chief Technology Officer (CTO) & CEO — Mexcast

November 2007 – June 2009

- Built a real-time multipoint video streaming system via CDN and turned the company's finances around.

Internet Manager — Universidad Panamericana (UP), Guadalajara Campus

November 1991 – July 2000

- Led the institution's connectivity to Bitnet/Internet networks; first university in western Mexico with a cross-platform intranet and extranet.

Adjunct Professor, Programming Engineering — ITESO

August 1990 – July 1992

- Selected as adjunct professor while still an undergraduate student; ranked among the institution's top 10 professors.

ADDITIONAL TRAINING

- **Strategic Management** — Polytechnic West
- **Competitive Strategy** — LMU München
- **Harvard ManageMentor Plus** — Harvard University / Canaco Guadalajara
- **Introduction to Enterprise Architecture** — Enterprise Architects

KEY ACHIEVEMENTS

- Built a live video streaming system over the Internet, three years ahead of comparable commercial solutions.