

# JUAN RIVAS

Madrid, Spain

+34 689351860

[juanrivas.tech@gmail.com](mailto:juanrivas.tech@gmail.com)



[linkedin.com/in/juanrivas6d](https://www.linkedin.com/in/juanrivas6d)

## EDUCATION:

 **IESE Business School**,  
Madrid  
**Director Development Program (PDD)**  
2018

**Middlesex University BSc Hons**, Bachelor's Degree  
*Science Engineering*.  
2009-2011

## SKILLS:

Augmented and Mixed Reality  
Microsoft Teams Instructor.  
Business development.  
Strategic vision.  
Digital marketing.  
Critical thinker.  
Entrepreneurship.  
Focus on value.  
Creation/development of ideas.  
Change management.  
Analytical skills.  
Leadership.  
Engineering and technical expertise.

## LANGUAGES:

**ENGLISH** ● ● ● ● ●  
**SPANISH** ● ● ● ● ●

## PROFILE:

**Senior Manager** with extensive experience in **digital transformation** and **business development**, specializing in **Product Ownership** and **Project Management** across national and European markets. Expert in turning **market trends** into effective **digital solutions**, with a focus on **XR technologies (Virtual, Augmented, and Mixed Reality)** and **immersive 3D audio**. Combines **technical expertise** with **strategic vision** to drive **innovative projects**, enhance **user engagement**, and deliver **scalable products** with measurable results.

## EXPERIENCE:

### **Olympic Broadcasting Services, OBS Paris Olympics (2024)** **Venue Technical Operations (VTO) Manager.**

Implementation and management of technological solutions aimed at audiovisual productions. Pivotal role in the implementation and optimization of **Microsoft Teams**, radically improving **collaboration** and operational efficiency between teams. Applied **agile** methodologies to streamline **processes and operations**.

### **Proyectarte (2023-2024)**

#### **Operations and Team Coordination**

Implemented **Microsoft Teams** to enhance efficiency and streamline **operations**. **Coordinated teams**, introduced **agile** methodologies, and optimized workflows, improving **project management** and **event execution**.

### **6D Lab | Technology & Innovation Company (2014-2021)**

#### **Founder & CEO.**

#### **Leadership & Executive Management:**

Led the company with a strong focus on **Virtual, Mixed, and Augmented Reality**, driving innovation and real-world applications.

Developed and implemented solutions across **energy, telecommunications, and healthcare**, enhancing **decision-making, customer interaction, and economic impact**.

#### **Technology Partnerships:**

Key technology partner for **Robert Bosch GmbH, Endesa, and Estrella Galicia**.

#### **Notable Clients & Collaborations:**

Worked with leading organizations such as **Repsol, Endesa, Orange, BCG, Everis, NTT, Movistar, Vodafone, ABB, Audi, Havas, and Mapfre**, among others.

#### **Key Projects & Achievements:**

✓ **Augmented Reality for Robert Bosch: BIM data and remote maintenance solutions.**

✓ **Open Innovation with Repsol: VR experience** to optimize the disassembly and assembly of refining pumps.

✓ **Development & Implementation of an Augmented Reality Application** for real-time navigation in oncological surgery at **Gregorio Marañón Hospital (Madrid)**.

## EXPERIENCE II:

✓ **New CPR training method**, pioneering the digitalization of the training process. Development of a sensorized mannequin for haptic feedback and use of Oculus Quest VR glasses to simulate dynamic environments.

✓ **CDTI Neotec, Funding (Spanish Technology Centre).**

Absolute **position detection** in space using only a smartphone, enabling a **6DoF** (Six Degrees of Freedom) solution for mobile VR applications with submillimeter precision.

### **6D Health | Tech & Innovation Startup in Biotech (2020-2022)**

#### *Founder & CEO.*

##### **Leadership & Executive Management:**

Founded **Cardio Mirror** in 2020, an **innovative startup** focused on early **cardiac condition diagnosis** using **AI-driven imaging technologies**. Led the development of a solution that leverages **artificial intelligence** to analyze patient images for **early detection** of heart diseases. Collaborated with **strategic partner** José L. Zamorano, **Vice President of the European Society of Cardiology** and **Head of Cardiology at Hospital Ramón y Cajal**, enhancing the project's credibility and medical impact. This experience strengthened my skills in **healthtech innovation, strategic partnerships, and AI-based product development**.

### **SumerIA | Tech & Innovation Startup in virtual meetings (2019-2020)**

#### *Founder & CEO.*

##### **Leadership & Executive Management:**

Founded **Sumeria** in 2019, an **AI-powered startup** designed to connect **clients and interpreters** for seamless **simultaneous translation and interpretation in virtual meetings and events**. The project was based in the **Science Park of Universidad Carlos III** and supported by **CESyA** (Spanish Center for Subtitling and Audio Description). Led the development of an innovative platform that integrated **artificial intelligence** to enhance **real-time communication**, improving accessibility and efficiency in multilingual environments. This experience strengthened my expertise in **AI solutions, language technology, and event management**.

### **Geko Navsat (2012 – 2014)**

*Research Engineer in Binaural Sounds and GPS Technology for the 7th EU Framework Program.*

**ARGUS PROJECT for the EU: Navigation Solution for the Visually Impaired.**

<https://cordis.europa.eu/project/rcn/100803/es>

**Leading the development** of GPS technology for applications on the **Android platform**, with a focus on improving location-based services.

**Responsible for the design and implementation** of the binaural algorithm, ensuring accurate **audio spatialization** in GPS applications.

Playing a key role in the **EU project "ARGUS"**, which aimed to develop an **innovative solution** to help blind people **navigate routes** using **3D sounds**.

## EXPERIENCE III:

### **Olympic Broadcasting Services OBS (2014):**

*Audio Engineer for several Olympic Games since 2014.*

**Responsible** for the Press Center (MPC) as well as different **venues** and **stadiums**.

### **Freelancer Audio Engineer (Feb 03 – 2024):**

*Diverse career of 20 years as a sound engineer in various areas of audio,*

Including many years as a systems engineer for **PA** or **Front of House**, **monitors**, national and international **concerts**, **events**, **broadcasting**, **radio** and **research**.

Worked for companies such as: **OBS**, **Fluge**, **Proyect-arte**, **Milán Acustica**, **Elenco**, **Stage Holding**, **Siempre Creativos**, **SCP**, **Aysav...**

**Universal Music** artists. **Corporate presentations** of renowned companies such as: **Repsol**, **Mercedes Benz**, **Orange**, **Vodafone** and **Real Madrid Football Club**, etc.

Among his most notable achievements is that of **PA technician** for artists such as "**Pitingo**", **Juan Carmona**, **Fernando Soto**, "**La India Martínez**" **Daniel Diges**, **Antonio Carmona** (monitors 2023).

### **Mamma Mia. The musical (Sept 03 - Mar 06):**

*Mixing operator for more than 400 functions*

### **Phantom of the Opera. The musical (Jan 03 - Sept 03):**

*Mixing operator.*

### **Hocking NDT, St Albans, London UK (Feb 02 - Jun 02):**

*Electronic technician for PCB modifications and RF isolation*

**Controller and assembler** of electronic components for equipment in the non-destructive testing industry.

## KEY COMPETENCIES & FOCUS:

**Versatile leader** with a strong background in **AI-driven solutions**, **XR technologies**, and **digital transformation**, combined with hands-on experience in founding and scaling **innovative startups**. My expertise bridges **product management**, **business development**, and **strategic consulting**, with a focus on turning ideas into **scalable, high-impact products**. I'm particularly interested in roles within the **biotech** and **healthtech** sectors, where I can leverage my experience in **AI-powered diagnostics** and **digital health solutions** to drive **innovation**, foster **growth**, and deliver **meaningful impact** in improving healthcare outcomes.