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# Maria del Mar Palau

## Executive Director of the Cali Chamber of Commerce

As **Executive Director** of the **Cali Chamber of Commerce**, steers the institution's strategy to boost regional competitiveness, forge effective public-private partnerships, and mobilize finance and capabilities so Valle del Cauca companies can access and compete in national and global markets.

She is an economist with studies in Business Administration and Management at MIT and a master's in economics, and I bring 15+ years across public and private sectors — including serving as Deputy Minister for Economic Development and Trade (where I helped launch iNNpulsa Colombia), Executive Vice President at Bancóldex, and founder of Bankamoda.

Her commitment is simple: to make the Cali Chamber of Commerce a practical, results-oriented platform that creates inclusive, sustainable growth opportunities for SMEs in the region.



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# Ana María Castillo Storino

**Director of Competitiveness and Internationalization in the Cali Chamber of Commerce**

As the **Director of Competitiveness and Internationalization** at the **Cámara de Comercio de Cali**, her professional purpose is to drive regional transformation by supporting companies, connecting them through internationalization, and innovation at a global level. The Cámara de Comercio de Cali plays a key role in the economic development of the Valle del Cauca region in Colombia, working with over 100,000 companies to make them more competitive, grow, and generate greater well-being for the department.

In her role, she leads initiatives that enhance regional competitiveness through strategic partnerships and support the internationalization of businesses. Through this, she contributes to creating an ecosystem that fosters growth and resilience, preparing companies in Valle del Cauca for global markets.



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# Vivian Argueta

**Director of Innovation, Entrepreneurship and Scalable Solutions in the Cali Chamber of Commerce**

As **Director of Innovation, Entrepreneurship and Scalable Solutions** at the **Cámara de Comercio de Cali**, she leads the institution's efforts to strengthen the region's competitiveness through innovation, entrepreneurship and scalable business models. her role focuses on creating practical programs that bring together companies, academia and government, while promoting the adoption of emerging technologies, building female angel investment and acceleration networks, and designing solutions that allow SMEs and entrepreneurs to grow sustainably.

With more than 20 years of international experience, she is committed to positioning the Cámara as a catalyst for collaboration and resilience, turning ideas into measurable opportunities that expand market access, drive social mobility, and foster long-term, inclusive growth in Valle del Cauca.





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# Juan Carlos Castro

## Executive Director of Invest Pacific

His purpose is to position Cali and Valle del Cauca as premier destinations for sustainable, low-carbon business development through collaboration with institutional, business, and academic ecosystems. With over 20 years of experience in negotiation, economic development, and competitiveness, he has strong expertise in investment and export promotion, public-private partnerships, and market access strategies.

His career includes leadership roles in **3M** and **Unilever** (Government Affairs & Sustainability), foreign investment promotion with the **National Hydrocarbons Agency**, and co-creating Colombia's Productive Transformation Program at the **Ministry of Trade, Industry and Tourism**. As Director of the Cosmetics and Home Care Chamber at **ANDI**, he led regional regulatory development, and today at **Invest Pacific**, he leverages this diverse experience to attract foreign investment and drive Valle del Cauca's transformation into a hub for sustainable innovation.



**Invest Pacific**

AGENCIA DE PROMOCIÓN DE INVERSIÓN  
EN EL PACÍFICO COLOMBIANO



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# Juan Manuel Chaves

## Manager of Reddi Colombia

**Economist and International Negotiator** with master's degrees in finance, International Banking, and Innovation Management. With over 15 years of experience, he has focused his career on driving research, technological development, and innovation by building strategic bridges between universities, companies, and government entities. His work has strengthened funding for science, technology, and innovation projects, while enhancing business sustainability and productivity.

He is currently **Manager at Reddi Colombia**, where he leads the organization's growth strategy, network articulation, and positioning at national and international levels. He has also fostered the growth and transformation of companies in the agri-food, health, and energy sectors.



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# Julián Sánchez

CEO of Sugar Valley | Co-Founder of WeKall

**Entrepreneur and CEO of Sugar Valley.** With over two decades of experience creating and scaling technology startups, he leads innovation initiatives with social and business impact across Colombia and Latin America. He founded **WeKall** and **Celeru**, companies recognized for transforming business communications and developing digital solutions, achievements that earned him distinctions such as the Startup World Cup LATAM 2021 and the Digital Transformation Innovation Award 2021. He is a Computer Engineer from the Universidad Autónoma de Occidente, with executive studies in Innovation Management at UC Berkeley's Haas School of Business, and international certifications in AWS and Innovation Management.

Beyond entrepreneurship, he has served as an angel investor in various startups and as an advisory board member for **APPS.CO (MinTIC)**, strengthening the entrepreneurial ecosystem. His leadership is defined by structured innovation, organizational efficiency, and accelerated learning, with the clear purpose of turning ideas into profitable and sustainable businesses that generate real value for people and organizations.





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# Eli Hernández

## CMO of WeKall

She is a social communicator from Universidad Autónoma de Occidente, with a specialization in Marketing from the same institution. Her career has evolved between digital strategy and journalism, working with both private media and public entities.

Today, she leads her own independent digital platforms under her name, becoming a reference in the city of Cali for content creation and digital communication. Currently, she is pursuing a master's degree in digital marketing at Bircham International University, which strengthens her academic and professional perspective. Within Sugar Valley, her work has contributed to the digital ecosystem by training new talents through free courses and workshops, encouraging them to create meaningful and valuable content. Through her platforms, she also supports the cultural development of her city and region.

She has collaborated with national and international brands such as Bancolombia, Coca-Cola, Avianca, Falabella, different Chambers of Commerce, local Governments, and Fontur, as well as with the local entrepreneurial community. These experiences have allowed her to connect with diverse audiences and strengthen her expertise in strategic communication and brand positioning.



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# Julián Londoño

## Strategic Leader of Dynamo Brands SAS

His professional purpose is focused on building companies that are efficient, consistent, and aligned with their value proposition. He believes in working alongside teams that share the same mindset and values, because together they are not only building a company, but a dream that is truly loved and valued by their target audience.

**Dynamo** is a fashion brand with more than 12 years of daily work, reinvention, and consolidation in the Colombian youth market. Today, they operate through three main channels: retail, wholesale, and e-commerce, achieving a strong and growing presence.

He currently leads the company's vision, growth, research, and positioning, with the conviction that continuous learning is key to navigating a fast-moving world that demands prepared and adaptable teams.





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# Nelson Aristizábal

## President of ARITEX

His professional purpose is to create companies with high added value, driven by strong human capital, with a solid social component and a long-term vision. He believes in innovation and in the optimization of production and distribution processes, always guided by corporate values that strengthen collective growth.

**Aritex** is a company with over 30 years in the market, dedicated to the manufacturing of basic knitwear products. They have national presence through own channels and are currently in the process of internationalization, aiming to expand into the United States with a distribution center in that country.

He currently leads, as **President**, the company's strategic planning, market opening and exploration, and international expansion. His management is based on continuous improvement and the constant development of leaders, generating sustainable growth together with the entire team.





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# Eduardo Parra

## Vice-President of Supply Chain Colombina S.A.

Senior executive with over 40 years of experience leading food companies, managing commercial operations, and overseeing end-to-end supply chains within multinational organizations in the food sector.

As **Vice President of Supply Chain** at **Colombina S.A.**, he drives the strategic alignment of operational resources and human capital to ensure the efficient performance of the entire value chain, including planning, sourcing, manufacturing, logistics, contract manufacturing, energy management, as well as capex administration and total cost management across all business units.

His leadership is focused on maximizing economic efficiency, advancing sustainability, and developing operations under world-class standards. With a presence in more than 80 countries, he oversees a network of 7 manufacturing plants across 3 countries and a logistics operation that distributes products to over 80 international destinations. He has led operational transformations that have directly contributed to profitability and sustainable growth, integrating innovation, technology, talent, and strategic vision. His approach combines operational excellence, new business development, and international expansion, delivering proven results in efficiency, customer service, and return on investment.



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# José Julián Arias

## Director of Projects and Maintenance Colombina S.A.

As the **Director of Projects and Maintenance** at Colombina S.A., leader in Colombian and Central American confectionery markets and a global food company serving 78+ countries, his professional purpose is to drive industrial transformation through the implementation of advanced technologies, world-class methodologies, and comprehensive industrial asset management. With over 25 years of experience in the food industry, he leads initiatives that optimize competitiveness, sustainability, and operational efficiency across industrial plants.

In his role at this multinational food company specializing in candies, chocolates, snacks, cookies, and desserts, he directs technological expansion projects, selecting and implementing Industry 4.0 solutions including robotics, AI, IoT, and SCADA systems for packaging machinery, process equipment, and end-of-line automation. He manages multidisciplinary teams spanning from automation to specialized industrial services. His international experience has enabled him to evaluate and adopt the best global practices in production technologies, packaging systems, and industrial infrastructure, contributing to positioning Colombina as a regional leader in manufacturing innovation.





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# Esteban Marin

## CEO Constructora Maring

As **CEO** and **Co-Founder** of **Constructora Maring**, his purpose is to transform access to housing in Colombia by combining innovation in construction, financial inclusion, and technology. Their focus is to create housing solutions that are both affordable and aspirational, enabling more families to achieve the dream of ownership while generating sustainable investment opportunities.

Constructora Maring is a young and disruptive company based in Cali, currently developing more than 1,400 housing units across Cali, Jamundí, Yumbo, and Monteria. Their projects integrate design, financing, and customer-centered services through the *Semillero de Dueños* financial education program and our proprietary scoring model, which evaluates both financial and qualitative variables to identify families with the potential to become homeowners, even when they do not qualify under traditional banking standards. In his role, he leads the development of innovative financial models, positioning Maring at the forefront of financial engineering in the real estate sector. Through these initiatives, he seeks to build strategic alliances with global stakeholders to exchange knowledge on sustainable construction, advanced financing mechanisms, and technology adoption, with the goal of positively impacting the development of the housing sector in Colombia.



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# Juan Camilo Aragón

## COO of Constructora Maring

As **COO and Co-Founder of Constructora Maring**, his purpose is to ensure that every project is structured, financed, and built with excellence, guaranteeing continuity and timely delivery. His focus is on combining operational discipline with financial strategy to develop housing projects that inspire confidence and generate long-term value for families and investors.

Constructora Maring is a young and disruptive company based in Cali, currently developing more than 1,400 housing units across Cali, Jamundí, Yumbo, and Montería. From his role, he leads the structuring and execution of projects, aligning technical, financial, and commercial teams to ensure solid progress and sustainable growth.

In his role, he drives the optimization of resources, innovation in construction processes, and the strengthening of relationships with financial partners. Through the Japan mission, he aims to build connections with global stakeholders in construction innovation, project financing, and operational alliances, to further enhance Maring's capacity to execute sustainable and scalable housing solutions in Colombia.





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# Luisa Fernanda Salcedo

Chief Growth Officer of Dropi

**As Chief Growth Officer at Dropi SAS**, with over 10 years of experience in hiper-growth, technology-based startups, she has led go-to-market strategies for fintech companies and fostered startup culture in Latam after completing two accelerations at Y Combinator, crossing the Series B milestone, and now working to build the next unicorn in our sector, Dropi.

Her vision is to create a global network of entrepreneurs with limitless resources regardless of language, cultural climate, gender, or economic status. She believes that education, for those with the desire to innovate, should be affordable and practical. This is why she is so eager to share her knowledge and learn from others.





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# María Alejandra Ossa

CPO of Dropi

As **Chief Product Officer at Dropi**, she built the product organization from the ground up and led our international expansion, scaling the SaaS platform to 2 million monthly orders across nine countries. She has been a strategic ally to the CEO in orchestrating a multi-product ecosystem that integrates AI and fintech solutions, solidifying their market leadership. A key achievement was pioneering the transition of a freemium tool into a profitable, AI-powered product, which generated significant recurring revenue and became a core driver of retention and growth for our entire holding company.

Her professional vision is to build scalable digital ecosystems that empower businesses to operate without barriers in a global market. She is driven by the power of AI and user-centric design to create intuitive, accessible platforms that unlock growth for entrepreneurs everywhere. She is passionate about leading teams that not only achieve ambitious business goals but also create a lasting impact by equipping innovators with the tools they need to build the next generation of successful companies.



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# Iván Botero

## Corporate Technical Vice-President of Forsa

As **Corporate Technical Vice President**, His role focuses on achieving excellence in their product and its on-site deployment: starting with expeditious, controlled, and consistent internal processes. This includes dynamic information flows, reliable and comprehensive information, clear and viable scope definitions, and top-level manufacturing, all the way to high on-site efficiency consistent with our sales promise.

He also strategically directs innovation within the company to address new niches with new products and services and improve their portfolio, based on the needs of more than 30 countries to which we export.





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# Liliana del Socorro Gómez

CEO of Green SQA

As the **CEO and founder of GreenSQA**, her professional purpose is to lead digital transformation by ensuring software quality and reliability across industries. With over 22 years on the market, GreenSQA has grown from a local entrepreneurial initiative into a global company, recognized for its innovation and excellence in Quality Assurance (QA) services. This shows on the 18,000+ successful projects completed by the company that meet the highest operational and security standards in critical sectors such as finance, health, and digital commerce.

Her vision integrates technology with human talent development, promoting inclusive leadership and creating opportunities for women and youth in the ICT sector. Her goal is to position GreenSQA and Colombia as benchmarks in digital assurance, fostering trust, competitiveness, and sustainable growth in Latin America and beyond.





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# Richard Giraldo

President of NCS Brands

Colombian entrepreneur, **founder** of the brand **QUEST** and several companies in the real estate, technology, and agricultural sectors.

With over 30 years of experience in the textile industry and fashion retail, he has been a key figure in the creation and consolidation of contemporary men's brands, with a strong focus on the casual category.

From the beginning of his career, he has demonstrated a strategic vision that blends creativity, innovation, and a deep understanding of the consumer. His ability to identify trends and transform them into value propositions has positioned **QUEST** as a brand recognized for its authenticity, versatility, and balance between quality and functionality.



**QUEST**®

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# Camilo Giraldo

Designer at NCS Brands

He is a professional with a strong background in design and extensive experience in product development, curation, and selection. He has actively participated in various stages of the brand's creative and commercial processes, bringing a modern vision that reflects the essence and values of its branding.

As a successor, he takes on a strategic role in the company's evolution, focusing on strengthening the brand's DNA, driving design innovation, and expanding its presence in new markets. His leadership represents a natural and solid transition, shaping the future of NCS Brands through a clear understanding of market needs, trends, and product innovation.



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# Lorena Valencia

## CEO of Octopus Force

As **CEO and Director of R&D+i at Octopus Force**, her professional purpose is to lead technological transformation in Colombia and Latin America by developing innovative solutions that impact industry and improve quality of life. Octopus Force is the first Technology Development Center in the Valle del Cauca, recognized by the Ministry of Science, Technology, and Innovation of Colombia and awarded as the #1 SME in innovation in the country in 2023, reflecting their commitment to excellence and competitiveness.

In her role as an inventor, she leads initiatives that strengthen technological sovereignty, drive applied research and foster the development of pioneering products in strategic sectors such as health, mobility, and agribusiness. With over 25 years of experience and more than 200 technological products developed, she has become the woman with the most technological patents in Colombia, contributing to the consolidation of an innovation ecosystem that connects companies and scientific talent, preparing the Valle del Cauca to become a global technology reference.





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# Andrés Ortiz

## CEO and Director of Studies and Research of Octopus Force

As a Business Administrator, with a master's degree in Foresight and Innovation and a specialization in Technological Surveillance and Competitive Intelligence, his professional purpose is to strengthen strategic decision-making in organizations through the advanced use of scientific, technological, commercial, legal, and strategic information. His experience integrates text mining, searches in specialized databases, and the practical application of foresight methods to anticipate trends and generate sustainable competitive advantages.

Currently, he co-leads Octopus Force, the Technology Development Center, alongside Lorena Valencia. They are recognized as the organization with the most Science, Technology, and Innovation projects approved by the General Revenue Sharing System in Colombia. In this role, he leads teams composed of over 150 researchers and scientific leaders, promoting the development of high-impact technological solutions in key sectors for the region and the country. Additionally, he has 20 years of experience in training and development in Technological Surveillance and Competitive Intelligence, helping consolidate capabilities in companies and institutions seeking to innovate, grow, and compete in global environments.

