



INMOVAR LATAM
S.A.S.

EXECUTIVE CV / PORTFOLIO

Marcelo Guillén

Computer Engineer · Founder · Product & Technology Lead

I build B2B, GovTech and SaaS products focused on AI, blockchain, tokenization, traceability, automation, IoT and full-stack execution.



Mendoza, Argentina

Available remote / partnerships / opportunities / investment

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EXECUTIVE SUMMARY

Computer engineer and technology founder. My story started far from the usual tech hubs: I was born in Tierra del Fuego, moved alone to Mendoza to study, and kept building products, companies and lessons in demanding markets. From Bitcoin/fintech in 2013 to applied AI, SaaS, GovTech, traceability and tokenization, my focus is operational technology that improves real processes and opens opportunities.

Today I want to push a more ambitious chapter: Web4, DAOs, tokenization, traceability, digital identity, IoT and applied AI for products, governments and communities. I care about innovation as more than business: it can organize ecosystems, make value chains more transparent, reduce friction and help improve the world through concrete solutions.

+13

years building products

2013

early Bitcoin and fintech

Web4

AI, DAOs, IoT and tokenization

CURRENT COMPANY



Intelligence in motion

Inmovar Latam organizes and accelerates proprietary SaaS products with applied AI, automation, traceability, blockchain, digital identity, IoT and real operations for companies, municipalities, communities and premium LATAM products.

CURRENT PORTFOLIO



ECOSYSTEM · AI · SAAS · GOVTECH

Inmovar Latam

Ecosystem that brings together and accelerates current verticals with applied AI, automation, traceability, blockchain, IoT and digital identity for LATAM.



AI · WHATSAPP · CRM

Chatbot

Conversational AI agent for support, sales, WhatsApp, location and omnichannel automation for SMBs, municipalities and governments.



DATA · BI · AUTOMATION

IntelliTech

Commercial and operational intelligence: metrics, collections, sales, WhatsApp automation and dashboards for actionable decisions.



SAAS · SCHEDULING · UX

Turnero Pro

Scheduling, CRM, appointments, reminders, payments and administrative bot for clinics, professional services and commercial teams.



IMPACT · CIRCULARITY · TRACEABILITY

Punto Limpio

Environmental management, recycling, circular inventory, routes, reporting, KPIs and traceability for municipalities, companies and impact programs.



ID · TOKENIZATION · NFC · AI

NexID

Traceability, tokenization, blockchain, AI, NFC, digital identity and anti-fraud verification for premium LATAM products.

STACK AND FOCUS

Inmovar

AI

SaaS

GovTech

WhatsApp

CRM

Automation

BI

Data

Operations

Multi-tenant

Scheduling

Reminders

Payments

Impact

Traceability

CAREER PATH

Origin

Tierra del Fuego and the first tech curiosity

As a child I discovered the computer as a tool to imagine, test and build. By 11 I already knew I wanted to study computing and turn that curiosity into a craft.

Age 18

Moving alone to Mendoza

I crossed the country to study engineering. That stage taught me autonomy, adaptation, discipline and a way of working: go build even when the map is incomplete.

Education

Universidad de Mendoza

The university where I graduated as a Computer and Telecommunications Engineer: software, algorithms, databases, architecture and systems thinking.

Industry

Baker Hughes

Early experience in IT infrastructure, support, servers, inventory, corporate standards and operations with technical teams.

2013

Bitcoin Brothers / enBitcoins

Crypto fintech built in an early stage: payments, invoices, education, community, regional adoption and later sale to foreign capital while the market was still being born.

2014

Startup Weekend Mendoza and early Web3 community

Participation and mentorship in entrepreneurial ecosystems around Bitcoin, blockchain and decentralized models long before the conversation became massive.

2018 · 2025

Crypto, markets, product and independent execution

Analysis, trading, risk, liquidity, exchanges, digital assets and technical-commercial judgment in high-uncertainty environments.

2020 · 2022

ViBoutique and digital operations

Digital commerce and logistics for wine and regional products from Mendoza to Córdoba, Buenos Aires and Tierra del Fuego: support, payments, inventory and flow improvement.

2024 · 2025

MyBStore

Partner & Executive Director: sales, purchasing, stock, finance, payments, operations and shopping experience.

2025 · Present

Inmovar Latam, NexID and a Web4 perspective

Current focus on applied AI, WhatsApp, SaaS/GovTech, blockchain, tokenization, traceability, digital identity, DAOs, IoT and proprietary verticals for LATAM.

PUBLIC FOOTPRINT

Bitcoin Brothers and enBitcoins

CRIPTONOTICIAS · 2015

Early-stage crypto fintech with public coverage around payments, invoices and financial flow; later sold to foreign capital.

Radar Fintech Argentina / enBitcoins

RADAR FINTECH ARGENTINA · HISTORICAL

Footprint in the Argentine fintech ecosystem where enBitcoins appears as a historical crypto/fintech project, not as a current vertical.

Bitcoin use in Argentina

DIARIO REGISTRADO · HISTORICAL

Public reference on early adoption and conversation around bitcoin usage in Argentina.

Startup Weekend Mendoza 2014

ENTREPRENEURIAL ECOSYSTEM · 2014

Mentorship and participation in the entrepreneurial community connected to early blockchain, crypto and web3.

Personal X / InGuillen

PUBLIC LOG · CURRENT

Open channel for ideas, learning, technology vision and personal signals from the founder path.

Historical X / enBitcoins

CRYPTO ARCHIVE · HISTORICAL

Public footprint of the enBitcoins project and the early Bitcoin/fintech stage in Latin America.

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