

Jorge Fco. Suárez Basáñez

Entrepreneur | Co-Founder of KaraOKulta.com / KOGameStudios.com & every now and then I blog.

jorgefsb@gmail.com

Summary

Why we do what we do: - We believe we can TRANSCEND creating ART in the form of VIDEOGAMES that a lot of people can get to LOVE - We love putting a SMILE in people's faces and making them HAPPY - We are passionate about solving problems with technology startups How we do what we do: - We do it by designing a videogame development platform that lets us monetize and position the licenses/characters we are creating - We work with freelance artists or people in our own studios - We are developing subscription business models and strategic partnerships to distribute games in latin america monetizing via telephone carriers; for this we coined the term "Crowdpublishing" What we do: - Mobile Videogames - Apps/Startups

Experience

Full Time Ideator & Business Developer at Starke.mx

September 2010 - Present (5 years)

I'm the geek in charge of connecting the dots, either opportunities with the investors or designing startups and finding a resident entrepreneur for a specific need of our board/investors. Actual startups being supported: - <http://www.yuppics.com> - <http://www.superpersona.com> - <http://www.karaokulta.com>

CEO at KOGameStudios.com - KaraOKulta.com

January 2004 - Present (11 years 8 months)

- We believe we can transcend creating videogames & apps that people love. - We created and foster the most vibrant community of Mexican Video Game Developers - Developed a platform that lets us do Minimum Viable Mobile Games that let us learn and monetize in top speed with freelancers or people at our studios; for this we coined the term "Crowdpublishing" - Publishers developing with strategic partners a subscription business model for game distribution in smartphones in latin american markets that lets you charge their phone bills not their credit cards.

I recommendation available upon request

Columnist / Blogger at PulsoSocial.com

March 2012 - March 2013 (1 year 1 month)

I collaborate and blog with the wonderful team of <http://pulsosocial.com> who are journalists and bloggers publishing high quality original content from Miami, Mexico, Colombia, Peru, Chile, Venezuela, Guatemala, Ecuador, and Argentina Pulsosocial is the leading publication and community in the area of technology and entrepreneurship from Latin America. It's readers include the most influential latin american journalists, early adopters, bloggers, entrepreneurs, investors and web professionals.

Writer at POSH Magazine

March 2011 - March 2012 (1 year 1 month)

I am a writer for <http://poshmag.com.mx> . I write the Startups, Technology, Digital Life & Entertainment/ Videogames section of it.

Technology Advisor at Innox

June 2003 - March 2012 (8 years 10 months)

Innox ::: Innovation projects via enabling tech (Software development) At Consultcorp's 4th year, 3 tech-entrepreneurs approached to us selling us an e-learning platform that they had developed. Undergraduate students Roberto Ibarra, Edgar Romero and Juan Carlos González had worked in some projects that made them programming mavens, we partnered up, in order to share offices, telephones and technology developed. To this day my participation as a partner in the company is directly proportional to the INNOVATION SERVICES AND VALUE PROPOSAL that is now defined to be the profit platform for Innox in the next 5 years.

1 recommendation available upon request

Associate Producer at CGBOT

November 2008 - August 2010 (1 year 10 months)

Manage and drive the strategic development process of CGBot including internal projects design, scheduling and milestone planning. Identifying dependencies and possible workflow blockages of the whole studio while facilitating communication between Leads and internal resources. Its normal to be designing and proposing innovative ideas to take advantage of opportunities and identifying and managing high risk areas of production.

5 recommendations available upon request

General Manager at Metacube Tecnología y Entretenimiento S.A. de C.V.

October 2007 - October 2008 (1 year 1 month)

Handled managing of the studio in general along with the complexity of attending the requirements from client projects. Designed a pipeline and initial processes of a team that went from being 3 artists and 1 admin all the way to a team of 15. Worked with the team in lots of animated commercials and vfx for the feature film 2033. Trailer: <http://www.imdb.com/video/withoutabox/vi507223321>

1 recommendation available upon request

Business Developer at DAM162

May 1999 - October 2007 (8 years 6 months)

DAM162 ::: Innovation through design to maintain a sparkle of individuality I was in charge of systematizing the innovation we fostered through design to new markets while still developing products, services and experiences here in México for some of its most important companies and brands, like Camel (from British American Tobacco), Stanza (the premium line of water mixers and bathroom accesories from Urrea), etc.

2 recommendations available upon request

Principal at Consultcorp

May 1999 - 2006 (7 years)

Consultcorp ::: Innovation and optimization consulting and training Commercial Director & Consultant of the company for 7 years.

7 recommendations available upon request

Strategic Outsourcer - KaraOkulta Studios at Raging Psycho Comics

2004 - 2004 (less than a year)

Volunteer Experience

Community Founder & Video Game Evangelist at KaraoKulta Game Studios - KaraOKulta.com

May 2004 - Present (11 years 4 months)

We founded a community driven by art. We all gravitated towards the videogame industry and now its one of the most vibrant communities that helps out either newcomers or seasoned professionals that want to admire, produce, enhance or have a way of life supported by the art of videogames. Meetups at: <http://comunidad.karaokulta.com> Every first thursday of the month in various cities around México

Skills & Expertise

Social Networking

Business Design

New Business Development

Business Process

Software Design

Observation

Written Skills

written Spanish

Fluent English

write English

Investments

Video Games

Videographer

Creative Writer

Team Building

Team Management

Team Leadership

Virtual Teams

Team Coordination

Teamwork

Team Spirit

Thought Leadership

Public Relations

Public Speaking
English
Entrepreneurship
Game Development
Spanish
Strategic Partnerships
Writing
Business Strategy
Business Development
Mobile Devices
Start-ups
Strategy
Management
Strategic Planning

Languages

Spanish (Native or bilingual proficiency)
English (Native or bilingual proficiency)

Education

Tecnológico de Monterrey

Industrial and Systems Engineer (IIS), Business, Engineering, 1994 - 1999

Activities and Societies: SAIIS - Sociedad de Alumnos de Ingeniería Industrial y de Sistemas, FEITESM - Federación de Estudiantes del ITESM

Honors and Awards

CIISA (Keynote Speaker) Campus Party (Speaker) - 2010, 2014, 2015 Mentor at Startup Weekend Morelia - 2012 (<http://swmorelia.org/mentores/>) Mentor at Startup Weekend Monterrey - 2012 (<http://swmty.org>)
Keynote Speaker at the Tech Conference Proxy 2012 in Hermosillo, Sonora

Interests

innovation, videogames, gameplay design, videogame art, computer graphics, animation, vfx, film making and producing, licencing, commercial oriented art, consulting, technology, open source, web 2.0, investing, venture capital, squash, swimming, writting, passive income, multiple innovative streams of income, wired, marvel, dc, licencing, creating, creativity, methodologies, lifestyle design, lean startups, mpv's, venture capital, angel investors, business model design, results!

Honors and Awards

30 Promises of 2015 by Forbes

Forbes México

March 2015

In spanish - <http://www.forbes.com.mx/30-promesas-de-negocios-innovadores/>

Winner of Cinopolis Seedcamp 2014

Cinepolis.com

November 2014

Con el Seed Camp, el objetivo de Cinépolis es encontrar emprendedores con soluciones para los desafíos y problemas reales de la industria del entretenimiento. <https://www.facebook.com/CinepolisSeed> <http://eleconomista.com.mx/entretenimiento/2013/04/03/cambiara-experiencia-ir-cine>

Cinepolis Accelerator Alumni 2015

CinepolisAccelerator.com

July 2015

Cinépolis una empresa comprometida en hacer del cine una experiencia única e inolvidable para su público, ahora da un paso más hacia el futuro y pretende llevar ese mismo compromiso a toda la industria del entretenimiento. Cinépolis Accelerator es una programa intensivo de cuatro meses con mentorías y aceleración para startups. Con sede en la ciudad de Morelia, Michoacán y situado en el parque tecnológico Cluster TIM, el programa ayuda a nuevas empresas de base tecnológica a que construyan el futuro del entretenimiento. <http://cinepolisaccelerator.com/alumni.html>

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17 people have recommended Jorge Fco.

"When I meet Jorge he left a strong first impression on me. As a young strong willed entrepreneur he had all the energy and "punch" to close a deal and make things happen. Right away I knew I'd learn a lot from him. I was almost "shy" next to him, his experience and expertise made me feel inadequate!. But instead of using his knowledge as leverage to put himself above us, he took us under his wing and taught us A LOT!. Jorge is one of the few persons from whom I can say I have learned a lot during the past 5 years of my life. Not only did he teach me about sales, confidence and entrepreneurial spirit. But as well about life, personal relations and balance. We worked together for INNOX, but our "joint baby" became KaraoKulta where both of our interests and personalities matched perfectly for a joint venture. Jorge is one of those guys with an easy honest smile, a lot of charisma and a great sparkle to ignite fire into projects and making things happen. I am happy to consider him my friend, and to know that he is a contact that will stick around for many projects to come."

— **Hector Padilla**, *Comic Book Artists - Co Founder, KaraOkulta*, was with another company when working with Jorge Fco. at KaraOKulta ::: Innovative Projekts based on a Komunity of Kreative People

"Si buscas alguien que tenga ganas incansables, siempre una buena cara, buen sentido del humor e ideas frescas este es tu hombre. Incluso si necesita que las ideas nazcan, fluyan se desarrollen, que el ambiente de trabajo este cargado de un sentimiento de innovación y no cuadrado necesitas a Jorge."

— **Mahomedalid Pacheco**, *Software Developer and dreams materializer, Innox*, worked directly with Jorge Fco. at Innox

"Jorge has great people skills, is very driven and a great producer. He has a great understanding of the present state and future of the interactive media industry, is very creative and has a genuine need to turn good ideas into great life and business ventures. Working with Jorge is a great experience and something I've enjoyed immensely. He brings a fresh perspective to any endeavor and is a great asset to any project."

— **Jorge Hernandez**, *CEO, Luciérnaga Studio*, was with another company when working with Jorge Fco. at CGBOT

"Destaco a Jorge Suárez como un elemento de cualidades imprescindibles para una empresa que aspira a formar un equipo estratégico sólido: responsabilidad, compromiso y balance entre creatividad y orientación a los objetivos, además de un excelente trato que hace cómodo el trabajo en conjunto."

— **Gamaliel Colunga**, *Business Developer, DevelopMX*, was with another company when working with Jorge Fco. at CGBOT

"La "inquietud creativa" describe en pocas palabras una de las muchas capacidades y cualidades que forman a Jorge Suarez como un profesional envidiable. Su amplio conocimiento en una entropia importante de temas lo hacen un activo invaluable en cualquier equipo que valore la alta innovación, la necesidad de ver nuevas ideas donde aparentemente ya no hay, o simplemente crear algo que no exista. Recomendando ampliamente a Jorge como un 'inno-preneur' admirablemente competente."

— **Juan Carlos González**, *Coordinación de proyectos, Innox*, worked directly with Jorge Fco. at CGBOT

"Jorge is one of the most energetic people I've had the chance to work with, he has the ability to organize and clarify almost anything with impressive communication skills in various languages. He's always available and willing to get involved in all parts of any project, entrepreneur fits very well in his business card."

— **Paco Navarro**, *Owner, Exodo Digital Workshop*, was with another company when working with Jorge Fco. at CGBOT

"Jorge is a top notch executive within the multimedia gaming community, with a good sense of business development as well as a keen eye to take action when opportunities arise."

— **Leoncio Salaburu**, *CEO Montreal, TechBa*, was with another company when working with Jorge Fco. at CGBOT

"Jorge is one of the nicest guys you will ever meet – and that isn't even his greatest quality. I had the pleasure of working with him over the past year and he is extremely reliable and very hard-working. He is fluent in English and Spanish and has helped me tremendously in communicating with several prospects in Mexico. The amazing thing about Jorge is that he expected nothing in return – and he still did not hesitate to help. I owe Jorge so much and yet I know he would say I owe him nothing – that's just the way he is. He is one of the truly good guys of this world and I recommend him wholeheartedly."

— **Dan Michelson**, *Business Development Manager, Vicon Motion Systems Inc.*, was with another company when working with Jorge Fco. at Metacube Tecnología y Entretenimiento S.A. de C.V.

"Jorge's commitment to the projects in which he works is always the max. Not only he manages to cheer up his colleagues and associates, but he also finds the way to make the customer feel special and valuable; while keeping in mind the ultimate goal is profitability. Jorge is an excellent businessman, an top entrepreneur and an honorable person. Do business with him, you will not regret it and you will learn one or two things you never expected to learn."

— **Enrique Fernandez**, *Manager of Operations, APLIATEC*, was with another company when working with Jorge Fco. at DAM162 ::: Innovation through design to maintain a sparkle of individuality

"Jorge Fco. Suárez es una persona proactiva y llena de muuuucha energía que transforma en productividad creativa, interactuar con él es altamente motivante pues su entusiasmo te contagia y sus logros impulsan tus logros y tus metas."

— **Nancy C. Olmos J.**, *Coordinadora de Tecnología Educativa, ITESM Campus Santa Fe*, was with another company when working with Jorge Fco. at DAM162 ::: Innovation through design to maintain a sparkle of individuality

"Jorge is an excellent entrepreneur always searching for new and different ways of doing things. A person of lots of creativity and professional energy."

— **Yumi Kondo**, was Jorge Fco.'s client

"Very cool guy! I recomend you !!"

— **Mauricio Lozano Del Valle**, *Photo Studio Manager, Mural / Grupo Reforma Newspapers*, was with another company when working with Jorge Fco. at Consultcorp ::: Innovation and optimization consulting and training

"Jorge is one of the most professional and bright individuals I have ever met. He is also a great team builder and leader. He always exceeds his clients expectations and he is a person you can trust."

— **Daniel Chavez**, *CEO, Luna Blanca Resorts*, worked directly with Jorge Fco. at Consultcorp ::: Innovation and optimization consulting and training

"Excelente consultor para inovaciones en la cadena de valor para tu empresa. Puede aportar mucho para mejorar procesos importantes y además agregar tecnología a estos."

— **Guillermo Sanchez**, was Jorge Fco.'s client

"Jorge is a professional's professional (even to the point of enduring San Diego Comic Con in a suit). He has a line on some great talent and has the management abilities to oversee their work and delegation. Jorge is always a pleasure to work with."

— **Sean Taylor**, *Co-Owner, Shooting Star Comics*, was with another company when working with Jorge Fco. at Consultcorp ::: Innovation and optimization consulting and training

"Jorge is a very enthusiastic person. A true entrepreneur. Not affraid to fail in order learn and succeed in life."

— **Alberto Scherb**, *iPod NPI Manager, Apple*, was with another company when working with Jorge Fco. at Consultcorp ::: Innovation and optimization consulting and training

"One can perceive George's entrepreneurial instinct and passionate personality a mile away. Five hours of sleep is all the body needs. Indeed, this is a trait of a true fighter. I collaborated indirectly with him numerous times and will always consider him as a pillar for new ventures."

— **Felix Audirac**, *Project Manager, CartoData*, was Jorge Fco.'s client

[Contact Jorge Fco. on LinkedIn](#)