



## DAVID RAFAEL

CHIEF TALENT OFFICER

In 2023, David assumed the role of Chief Talent Officer, taking responsibility for spearheading talent management initiatives at Softtek. With an exciting career spanning over 30 years in the IT industry, David is driven by an unwavering commitment to excellence and strives to propel growth and profitability while positioning Softtek as a leading force in talent management.

Prior to his current position, David served as VP of Operations since 2011. During his tenure, he played a pivotal role in implementing Softtek's Right Value delivery model across diverse markets, including the US & Canada, Mexico, China, Costa Rica, and Brazil, contributing to Softtek's global presence. As a leader, David firmly believes in the power of building and empowering teams. He has assembled a group of talented professionals who align with the vision of creating a positive impact on the organization and its customers.

Earlier in his career, David worked as a Business Relationship Manager for GE Ddemesis, a division later acquired by Softtek in 2003.

David holds a degree in Informatic Science from the National Polytechnic Institute (IPN) and has completed the AD-2 Executive Management program at IPADE Business School.