

GERARDO ESPINOSA RODRÍGUEZ

AI Implementation Lead · Workflow Automation · LLM Agents

Los Mochis, Sinaloa, Mexico | +52 644 171 0527 | work@geraerodriguez.com | geraerodriguez.com

linkedin.com/in/geraerodriguez

PROFESSIONAL PROFILE

I implement AI and automation inside the daily operations of service businesses. I come from the other side of the table: 7+ years operating healthcare companies in Mexico, up to general management of the company I co-founded — P&L, teams of 9 to 15 people, \$4–5M MXN in annual revenue, and health-sector regulation. My first client was my own operation: a full back-office (ERP, CRM, point of sale) built with Airtable, Make and n8n. Today I develop full-stack with Claude Code, Next.js and Supabase, and implement LLM agents and workflows (Claude API, MCP) in production. I own the full cycle: from operational diagnosis to effective adoption by technical and non-technical teams. My differentiator is the **operator-builder duality**: I turn complex operations into reliable, measurable systems, with daily visibility for leadership.

FEATURED AI SYSTEMS

- geraerodriguez.com — Interactive demos of solutions implemented for service businesses, with anonymized data in a sandbox environment. Each one includes a "How it works" section.
- sonoracloud.com/casos/ — Projects delivered under a development-subcontracting arrangement with Sonora Cloud.

PROFESSIONAL EXPERIENCE

AI Implementation Consultant · Independent

Mexico (remote) | 2022 – present

Independent delivery, including development subcontracting with Sonora Cloud. Run in parallel with general management at Dentrilab until April 2026; full-time since.

- Delivery model: **"System & solution in 14 days"**: diagnosis → process mapping → data audit → development → supervised pilot → evaluation → implementation → training.
- Automation of reporting, follow-ups, data cleanup and business monitoring for owners and executives, with a before/after comparison and best-practice documentation on every delivery.
- Automation of the sales and marketing cycle: lead capture and routing, follow-up sequences, conversion reporting, and graphical-interface funnels.
- IT-aligned collaboration: isolated environments with controlled access and full documentation.

Co-founder & General Manager · Dentrilab

Cd. Obregón, Sonora | 2020 – April 2026

Oral & maxillofacial radiology and lab. Consolidated operation serving a regional network of dentists and clinics in Sonora and Sinaloa.

- General Manager since 2023 (evolved from co-founder and Program Manager, 2020): **\$4–5M MXN** annual revenue with 12–15% yearly growth in the regional market; participated in closing a 2020 investment round of \$8M MXN for assets, regulatory infrastructure, and working capital.
- Designed and implemented the company's digital back-office infrastructure with Airtable, Make/n8n and AI agent workflows (Claude, MCP) for dashboards, operational reporting, and recurring tasks; **25 hours/week reduction** in manual admin work — a replicable model for service businesses.
- Developed and implemented the CAD/CAM dental-prosthetics manufacturing management system across three tech generations: Microsoft Power Platform (2020–2022) → Airtable, Make/Zapier (2022–2025) → Supabase, n8n, agent orchestration (2025–2026), with **+21% gross margin** through inventory optimization and faster delivery times — a replicable model for manufacturing and logistics companies.
- Drove the development of a vertical **SaaS ERP** with internal-user, doctor, and patient layers (Next.js, Supabase, Vercel, Claude Code); piloted preliminary AI-assisted X-ray interpretation as an internal innovation project, with legal disclaimer and no diagnostic use — responsible AI adoption in a regulated clinical environment, with data privacy.

Co-founder & CEO · Montelo 3D

Cd. Obregón, Sonora | 2017 – 2019

Mexican startup building 3D-printed anatomical models for high-specialty surgeries.

- Led adoption of 3D-model surgical planning among sub-specialist physicians — change management with expert, skeptical users, at age 23.
- Won, with the team, the **first tender** for 3D surgical-planning models in Mexico (IMSS La Raza), building ROI cases for IMSS and insurers — selling value invisible to the end user, which later opened the door to the dental market.
- Managed the medical-imaging pipeline (DICOM: CT/MRI scans → 3D segmentation → 3D printing) and the project's regulatory documentation (COFEPRIS, FDA references, CONACYT funding) — foundation for the 1st place national win at the IMSS Health Innovation Olympics, 3rd edition (2018).
- Raised \$1.2M MXN in seed capital and registered the company with CONACYT as a Mexican technology-based company, and with 3D HEALS as the only Mexican 3D health-printing company (2017–2019).

Strategic Planning Consultant · GRUPO JOIN

Mexico | 2016

Consulting firm focused on operational strengthening for companies in northwest Mexico.

KEY COMPETENCIES

- **AI & implementation:** Full-stack development with Claude Code · Claude API (MCP, SDK) · LLM workflows · Agent orchestration · Next.js · Supabase · Vercel · B2B SaaS architecture · Data privacy · Human-in-the-loop.
- **Automation:** Airtable (expert level: DB schemas, formulas, implementation, strategy, architecture) · PostgreSQL · n8n workflows · Make · Zapier · REST API integrations · Webhooks · MCP integrations · Client portals.
- **Operations & consulting:** Process diagnosis · Workflow design · Systems architecture · Change management · Adoption · Dashboards and operational visibility · Regulated environments.
- **Business & leadership:** P&L · Executive communication · General management experience · Strategic planning · B2B go-to-market · Fundraising · RevOps · Revenue impact.
- **Sectors (open to others):** HealthTech · MedTech · Manufacturing · Fintech · Professional Services · Tech Companies.

EDUCATION & CONTINUOUS LEARNING

B.Sc. in Biomedical Engineering

Universidad La Salle Noroeste | 2014 – 2019

- **Certifications:** Anthropic (AI Fluency, Subagents, Claude Code 101, Claude Platform 101) · Airtable (Airtable Builder).
- **Continuous learning:** Endeavor (Intrapreneurship) · Platzi (Next.js, Supabase, Vercel, n8n) · La Salle (Critical Thinking: Art & Technology).

ACHIEVEMENTS & DISTINCTIONS

- **1st place national** — IMSS Health Innovation Olympics, 3rd Edition (2018).
- Nominated for **Innovators Under 35 LATAM**, MIT Technology Review (2019).
- Speaker at Biomedical Engineering Weeks in universities across northwest Mexico (2020–2025).
- First university representative of SOMIB — Mexican Society of Biomedical Engineering (2016).

LANGUAGES

- **Spanish** — Native · **English** — Professional working proficiency