

I shipped *two production systems with AI agents* — *without being a programmer*.

Eight years as founder-CEO in Mexican agriculture taught me to do a lot with very little. I then built two complete systems hands-on with LLMs and AI agents — my own company's platform, and a full product delivered to a client — with no formal programming background. I'm looking to lead AI adoption, digital product, or innovation programs where business judgment matters as much as the technology.

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Portrait

Yair López · Founder & CEO

BUILT WITH AI

4 PWAs + 2 admin panels

Two complete systems shipped with LLMs and agents — no engineering background

TOP 30

Platzi Demo Day 2025

Selected among 180+ startups across Latin America

\$700K USD

B2B client delivery

Agency billing with multi-year corporate retention

EVIDENCE

Results, not promises

/01	2 systems shipped	Treembo (grower PWA, advisor PWA, admin panel — embedded LLM, GPS, weather, market price tracking, payments, subscriptions) and Washers.mx (customer PWA, washer PWA, admin panel — assignment algorithm, service tracking, referrals, payments).
/02	+\$1.2M USD	Generated building and operating business units from scratch — I know what technology has to do for a P&L, because I owned the P&L.
/03	15 people	Cross-functional team led directly: engineering, design, marketing, sales, admin, and accounting — I speak every function's language.
/04	+185K community	Built organically in a low-digital industry: 15K platform users, 45K Instagram, 125K TikTok — adoption is a design problem I've solved before .

Most people talk about AI transformation. I bet my own product on it — and shipped.

LIVE

treembo.com

The agribusiness platform I founded. Grower PWA, advisor PWA, and admin panel — 15K users.

washers.mx

A complete product built and delivered to a client. Customer PWA, washer PWA, and admin panel.

zlab.mx

My personal lab: where I test tools and sharpen judgment on technology decisions.

Experience

Founder & CEO — Treembo treembo.com

Agribusiness platform · 2016 – present · Mexico

- Rebuilt the entire product stack hands-on with **LLMs and AI agents**: a grower PWA, an advisor PWA, and a full admin panel — with an embedded LLM, GPS, weather, wholesale market price tracking, payment gateway, subscriptions, and paid consultations.
- Founded and led Mexico's first digital agribusiness platform: **15,000+ registered users** in one of the least digitized industries in the country.
- Led a 15-person cross-functional team; set OKRs, app metrics, and data-informed product decisions.
- Raised private capital and ran investor reporting — I translate technical work into business cases executives fund.

Product Lead — Washers.mx washers.mx

Client project, delivered · 2025 – 2026 · Mexico

- Designed, built, and delivered a complete on-demand car-wash system for a client: **a customer PWA, a washer PWA, and a full admin panel**.
- Ships washer scheduling, an **assignment algorithm**, service tracking with photo evidence, a referral system, and a payment gateway — live in Los Mochis today.

Director — Greenbook (Treembo Group)

B2B agency for the ag industry · 2022 – present · Mexico

- Built and ran a B2B digital & offline content agency for agri-food companies: **\$700K USD billed**, with multi-year corporate client retention.

Deliberate preparation

Agribusiness Engineering

Universidad Autónoma de Guadalajara

Platzi Certifications 2025-2026:

Gen AI Project Strategy

Data Science for Business

Financial Mathematics

Software Engineering

Mobile App Lifecycle

App Metrics

Consumer Psychology

OKRs

What I bring

Generative AI, LLMs & agents (applied, in production) · **Digital product & PWAs** · Data science · OKRs & KPIs · **General management & P&L** · Enterprise client management · B2B sales · Digital marketing & growth · Branding · Pitching & executive communication · Spanish (native), English (professional)

Why I now want to build inside a great company

I've proven that one person with business judgment and AI leverage can ship what used to take a team — twice, once for my own company and once for a paying client. What I want now is to multiply that: leading AI adoption and digital product inside an organization with real clients, real scale, and clear KPIs. I arrive with the humility of knowing that operating inside an organization is a different skill, and the advantage of having sat on the client's side of every function — because I ran them all.