

I built, funded, and scaled technology in *the hardest industry to digitize.*

Eight years building tech companies from scratch in Mexican agriculture: no playbook, no boss, my own capital on the line. Today my company runs without me day-to-day — and I'm looking to lead innovation, new business, or platforms inside a large organization.

Los Mochis, Sinaloa, MX · +52 33 1466 2616 · hello@yairlopez.mx
· yairlopez.mx



Portrait

Yair López · Founder & CEO

<p>1ST PLACE INC Agrotech por México Tec de Monterrey × World Bank · among 280+ companies</p>	<p>TOP 30 Platzi Demo Day 2025 Selected among 180+ startups across Latin America</p>	<p>CAPITAL RAISED Private investors Projections, due diligence, stakeholder reporting</p>
--	---	--

EVIDENCE

Results, not promises

/01 +\$1.2M USD	Generated building and operating business units from scratch : a B2B agency for agri-food and an ag-inputs trading operation.
/02 15 people	Cross-functional team led directly: engineering, design, marketing, sales, admin, and accounting.
/03 +185K community	Built organically in the ag sector: 15K platform users, 45K Instagram, 125K TikTok.
/04 8 years as CEO	Every product, hiring, finance, and investment decision went through me before I had directors per area.

A founder learns to do a lot with very little. Now imagine that, with your company's resources.

Experience

Founder & CEO — Treembo

Agribusiness platform · 2016 - present · Mexico

- Founded and led Mexico's first digital agribusiness platform — growers, advisors, and companies: **15,000+ registered users**.
- Personally built the new version of two PWAs and an admin panel using **generative AI (LLMs and agents)**, without a programming background.
- Operated an ag-inputs trading unit billing **\$500K USD in 18 months**: pricing, suppliers, logistics, working capital.
- Did every job before delegating it — product, sales, finance, accounting, recruiting, legal — leaving an operation that **runs without my daily presence**.

Director — Greenbook (Treembo Group)

Native agency for the ag industry · 2022 - present · Mexico

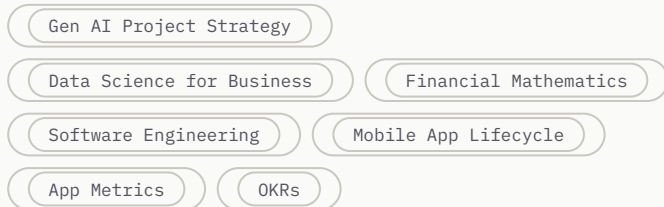
- Built a B2B digital & offline content agency for agri-food companies: **\$700K USD billed** with multi-year corporate client retention.

Deliberate preparation

Agribusiness Engineering

Universidad Autónoma de Guadalajara

Platzi Certifications 2025:



What I bring

General management & P&L · Fundraising · Financial projections & planning · OKRs & KPIs · **Digital product & PWAs** · Generative AI, LLMs & agents · Data science · **Digital marketing & growth** · B2B sales · Branding · Recruiting & talent · Trademarks · Operational accounting · Pitching & investor relations · Spanish (native), English (professional, improving)

Why I now want to build inside a great company

I've proven I can build alone. What I want now is to build alongside others: with large teams, real resources, and clear KPIs on businesses with traction — where the challenge isn't survival but innovation and growth. I arrive with the humility of knowing that operating inside an organization is a different skill, and the advantage of understanding the whole business.