

# **Francis Ortiz Ocaña**

**Ceo & Founder at Crea Solutions**

Adeje, Spain, Santa Cruz de Tenerife, ES

A Smart Citizen in an Augmented World. Geolocated, Virtualized and ready to share knowledge about Disruptive Tech and Smart Everything.

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## **Biography**

Self taught entrepreneur, with an extensive Tourism and Hospitality experience. After over 15 years working in Hospitality, tired of entertainment, lack of innovation and aggressive marketing techniques he abandoned the Travel Industry having reached the highest ranks in top Hotel chains. His passion for art, multimedia and graphic design led him inexorably to embrace the (then) emerging new technologies, his first experience was Menorca Online, a web magazine for tourism promotion, which was created in 1997. In 1998 he opened with 2 more friends the first Internet Services Provider (ISP) in Menorca, providing Internet and Hosting Access to the island businesses, what became initially a non profit led later to the opening of Infotelecom, today a leading IT company in Spain. In 1999 Francis opened his own company, Publicom, a Website Design, Digital Advertising and Product Development company, creating ecommerce solutions, digital marketing products and Interactive Virtual Tours. In 2008 he moved to Tenerife, where he established Crea Solutions, an ITConsulting company specialised in Location Based Services, Virtual and Augmented Reality, Smart Cities and Destination solutions, Internet of Things and digital Audio-Visual Productions, From 2012 he became one of first 3 selected photographers for Google's Street View Project "Google See Inside" to create Virtual tours inside businesses worldwide. Francis is partner of Ashotel, the largest single Spanish Hotel and Hospitality Association . Well regarded as an entertaining Technology Communicator, Francis is frequent guest to talks, forums, presentations and speeches about Geolocation, Augmented Reality, Google Apps, Smart Destinations and Future Technologies.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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## **Industry Expertise**

IT Services/Consulting, Travel and Tourism, Education/Learning, Design, Information Technology and Services, Hospitality

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## **Areas of Expertise**

Governance, Internet of Things (IoT), Destination Marketing, Virtual Reality (VR), Geolocation, Augmented Reality, Smart City Innovations and Business Models, Location Based Services, Sustainability

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## **Affiliations**

CBTec, Eurodat, VaivenGTC, Crea Design Studio, Eliademy, Ubikua, FIT Canarias Innovation Factory, Ashotel

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## **Sample Talks**

### **SoloMo Geolocation and Augmented Reality**

The present and future of Location Based Technologies applied to Online and Proximity marketing, Augmented Reality and it's applications on Touristic and Cultural Environments, making a world Social, Geolocated and Mobile.

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## **Event Appearances**

### **Disruptive Technologies for Smart Destinations**

Smart Travel 2014

### **Internet of Things and Future Destinations**

Adejetec 2013

### **Mobility and Tourism Disruptive Technologies**

Fiturtech 2015

### **Smart Transportation**

Adejetec 2015

### **Smart Travel 14**

Smart Travel 2014

### **Virtual Reality for tourism**

Watify

### **Smart Destination management Platforms**

Smart Travel Meet Up 2019

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## **Education**

### **Self Taught**

Expert Technology

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## **Accomplishments**

### **Google Photographer of The Year 2012**

Winner of the 2012 Photographer of the Year Google Award.

### **Gehotel El Hierro**

First Island in the world 100% Geolocated and Virtualized

## **Costa Adeje Destination Geolocation Project**

Geolocated the whole Destination of Costa Adeje, in the Canarian Island of Tenerife.

## **First Volcano Virtual Tour in the World**

Created the first 360 Virtual tour of the Teide Volcano, in Tenerife, for Google Street View.

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## **Testimonials**

### **Alexandar Nikolov**

Francis is a gamechanger! As simple as that! He was one of the first Google Trusted Photographers that we recruited in Spain, and is one of the main reasons for the project's success in Spain. Francis' professionalism is endless and his action-oriented attitude is contagious. He produced remarkably high results, he helped the rest of the photographers, sharing advices on sales and on daily operations, inspiring long-term vision and taking them to work with him. Francis' success wasn't unnoticed and in 2012 he became the first winner of the most prestigious award of Google Business Photos - TIP of the Year. Whatever you work with Francis, you buy from him or sell to him - you will be thrilled of what a great man you have the pleasure to deal with!

### **Fabian Desclin**

Francis Ortiz est une personne très efficace dans son domaine, disponible et toujours à votre service, je le vous recommande vivement. Francisco Ortiz es una persona muy eficiente en su trabajo, siempre disponible y a su servicio, lo recomiendo encarecidamente.

### **Luís López Láinez**

Francis y su compañera Silvana son unas personas increíbles, son unos magníficos profesionales que te resuelven cualquier duda y cualquier cuestión rápidamente mirando siempre por los intereses de sus clientes. Además al hablar con ellos notas rápidamente que son expertos en todo aquello que hacen y que además les apasiona. A Francis le encanta la fotografía y las nuevas tecnologías y si le dejas te dará soluciones creativas al problema o al asunto que le plantees. Trabajar con Francis es todo un placer y algo muy recomendable, contratarlo es garantía de un trabajo bien hecho. Encantados de trabajar con ellos.

### **Nadia Cervera**

Francis es un trabajador incansable. Amable y divertido nunca deja escapar una oportunidad de negocio. Apasionado de las nuevas tecnologías nunca deja de innovar y reciclarse para seguir avanzando en sus proyectos. Una persona con la que se trabaja de manera rápida y eficiente, siempre dispuesto a colaborar.

### **Miguel Febles**

He conocido a Francis hace pocos meses y ya me ha embarcado (y yo encantado) en varios proyectos sobre mapeo y geolocalización. Su optimismo y entusiasmo en los proyectos me ha hecho creer en proyectos que yo veía de difícil desarrollo en la isla de Tenerife. Da gusto trabajar con él y espero que podamos seguir colaborando en un futuro inmediato.

### **Marcos Torres**

Francis Ortiz nos ha ayudado en nuestra organización a fomentar el uso de redes sociales, configurando las herramientas necesarias y trasladándonos sus conocimientos para llevar a cabo una buena gestión de nuestra presencia en la red. Altamente recomendable

### **Francisco Rubén Rojas Angel**

Francis Ortiz, es un grandísimo profesional con una amplia y contrastada experiencia. - Mi relación profesional determina, entre otras virtudes, destacan en él la metodología, pasión y polivalencia en el desarrollo de sus funciones. - Facilita el trabajo al resto de integrantes de su WG. - Talentoso y original que no deja indiferente al resto. - Su liderazgo le permite, proyectar, desarrollar y culminar cualquier objetivo que se le proponga.

### **Jesús Taboada**

Trabajamos actualmente con Francis Ortiz desde los últimos 8 meses, actualmente esta a a cargo del área de Diseño Web, Redes Sociales e Imagen Corporativa y sabemos de primera mano que Francis Ortiz está altamente calificado para esta tarea dentro de nuestra organización. Francis Ortiz es un pilar importante en muchos de nuestros proyectos, constantemente ofrece productos de alta calidad de trabajo, cumple o excede los plazos, y ayuda a sus compañeros de trabajo en cada oportunidad sin perder el objetivo principal que se centra en aportar al cliente soluciones que se ajusten a sus expectativas y resuelvan sus necesidades, es un colega proactivo y responsable con una extraordinaria habilidad de análisis y resumen.

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