

Juan Pablo Salazar Arias CV

Experienced and outstanding Colombian entrepreneur whose ideas and achievements have been awarded nationally and internationally.

Medical Doctor (MD- General Practitioner) currently coursing a Master's degree in Health Management and Data Intelligence in EMLyon (2025). I have more than 14 years of work experience on the health sector, particularly on digital health, medical tourism, quality in health, health innovation and health technology development.

As a consultant I have advised a significant number of clinics, hospitals, start-ups and tourism institutions, local governments, and universities on developing processes, protocols, audits and strategies for health services, innovation and other related aspects such as international patients' management standardisation, digital health projects, international management of hospitals and clinics and medical tourism quality system building.

Co-founder and senior health consultant from [Geomedical Health](#), which specialises on health innovation and health tourism within the healthcare sector. 10 years as a company with more than 50 clients among clinics, hospitals, start ups and institutions such UN, Colombian Government, Regional Clusters.

I Am also Co-founder and Digital Marketing Specialist from [ParamoAds](#), a Digital Marketing Agency specializing in SEO – SEM. I am senior consultant, helping more than 120 companies in their growth using growth hacking techniques, SEO techniques and creation of marketing funnels.

In my spare time I work in personal learning projects about [sleep medicine](#), [vaccines](#), and [future of healthcare](#).

I have been volunteering with NGO's during the last 10 years, working with youth, prisoners, art promotion and entrepreneurship.

I have led projects on the health care sector, IT, education, leisure, retail, consulting, events logistics, leadership conferences and commercialisation of services. Often referred as a very unique profile, I am passionate about working on projects and companies that aim to change the world.

I am ready for my next endeavour, eager to contribute my experience and ideas

ACADEMIC BACKGROUND

2025. MScs in Health Management and Data Intelligence, EMLyon Lyon- France (ongoing)

2018. – Master’s in Public Health (MPH). Universidad Autónoma de Manizales – Manizales, Colombia (Dit not finished)

2012. – Medicine (Medical Doctor) Universidad de Caldas – Manizales, Colombia

PROFESSIONAL EXPERIENCE

Organization: [GEOMEDICAL HEALTH](#)

Location: Bogota, Manizales, Medellin - Colombia

Period: January 2012- To date.

Position: Founder- CHIEF EXECUTIVE OFFICER

Functions and milestones:

- ✓ Geomedical Health specializes in helping people accessing health services through technology and travel
- ✓ Founder and developer of an innovative business model. It has entitled me with a strong experience in international patient management
- ✓ Advisor to health and tourism clusters in Cali, Medellin and Dominican Republic
- ✓ More than 70 clients, such as local goverments, chambers of commerce, clinics and hospitals

Awards

- ✓ Considered in 2011 as one of the top 5 innovative companies in Colombia. ANDI
- ✓ Considered in 2012 as one of the top 12 innovation and high potential ventures in Manizales, Colombia, then selected for the acceleration process with Babson College.
- ✓ Selected as one of the top 100 innovative start up from Latin America at the eMerge Americas program in Miami in 2014

Organization: [ParamoAds](#)

Location: Medellin - Colombia

Period: August 2019- To date.

Position: Co-Founder- Senior Digital Marketing Consultant

Functions and milestones:

- ✓ Digital Marketing Specialist advising more than 120 companies in growth strategies.
- ✓ SEO specialist and team leader.
- ✓ SEM leader, lead trafficker, expert in google ads and meta ads.
- ✓ Website development
- ✓ Growth Hacking strategies leader.
- ✓ Marketing Automation + CRM implementation leader.

Organization: [Hospital Santa Margarita ESE](#)

Location: Medellin - Colombia

Period: November 2017- September 2018.

Position: Emergency room Doctor

Functions and milestones:

- ✓ ER doctor.
- ✓ General ward doctor.
- ✓ Outpatient non urgent consultant

Organization: Génesis IPS

Location: Medellin - Colombia

Period: May 2017 – to present date.

Position: General practitioner (MD)and health advisor

Functions and milestones:

- ✓ Medical doctor in outpatients clinic, serving low income community of the city.
- ✓ Chronic disease leader, managing more than 5000 patients with chronic disease and following them in their adherence and preventing complications.

Organization: [AEROSANIDAD](#)

Location: Medellin - Colombia

Period: July 2016 – March 2017.

Position: General practitioner and health advisor

Functions and milestones:

- ✓ As a medical services director in the local airport, I provide medical services to international and national patients
- ✓ Creation and execution of investigations and clinical trials of new technologies
- ✓ Member of the Quality certification team of the organization

Organization: [TEMOS INTERNATIONAL](#)

Location: Medellin - Colombia

Period: November 2015- December 2017

Position: South American regional office founder

Functions and milestones:

- ✓ Creation of the regional office from TEMOS INTERNATIONAL for South America.
- ✓ Creation and execution of a first international project with the sponsorship of the Colombian and German Governments
- ✓ Creation of brand's awareness in the region
- ✓ Auxiliary auditor in quality on health tourism process in 9 health institutions in Cali-Colombia.
- ✓ Advisor to clinics and hospitals within the country regarding quality standards in the management of international patients

Organization: PROMUV SAS – Distribuciones PI

Location: Bogotá - Colombia

Period: July 2008 - August 2012.

Position: Co-Founder, CEO and commercial advisor

Functions and milestones:

- ✓ Creation of the value proposition model
- ✓ Started the operations of the company from zero to full operation
- ✓ Achieved strong experience in supply chain management (food and beverages distribution, sales, marketing, inventories, timing, billing and everything related)
- ✓ Creation of a more than 1000 national client's network in two years
- ✓ Commercial development of the company with a 6 member sales team
- ✓ General management of the company, including financial management, bills and others
- ✓ Coordination with suppliers, distributors, clients and vendors of commercial and strategic activities

Organization: PARAMO CORPORATE- PARAMO EVENTOS

Location: Bogotá, Colombia

Period: August 2008- January 2015.

Position: Founder and CEO

Functions and milestones:

- ✓ Creation of 6 projects in entrepreneurship in Manizales-Colombia
- ✓ Creation of the company that created as a holding for the foundation of others companies
- ✓ Creation of a private events company specialize in entrepreneurship in Colombia
- ✓ Execution of national entrepreneurship promotion campaign.

- ✓ Content producer
- ✓ Event Logistics coordinator
- ✓ Advisor to local entrepreneurs in how to set up their business.

Organization: TROPICAL EXCLUSIVE

Location: Manizales and Medellin, Colombia

Period: January 2012 to date

Position: Co-Founder and external advisor

Functions and milestones:

- ✓ Creation of the innovative company model around agro business.
- ✓ Product development in healthy snacks sector.
- ✓ Initial operation set up.
- ✓ Financial advisor and internal counsellor for further developments.

Organization: MANDA CORPORATE

Location: Manizales, Colombia

Period: August 2008- January 2015.

Position: Co-Founder and CEO

Functions and milestones:

- ✓ Creation of the first Mandarin-Chinese language private academy in Colombia
- ✓ Leader in the execution of the first phase of the Project (bringing one Chinese teacher to Colombia to teach in Spanish).
- ✓ Responsible of build commercial relationships
- ✓ Creation of academic and pedagogic model.

Organization: PARAMO COCTAILS

Location: Manizales, Colombia

Period: August 2008- January 2015.

Position: Founder and CEO

Functions and milestones:

- ✓ Creation and consolidation of new concepts bar based on frozen cocktails in Manizales city.
- ✓ Set up and opening of the first bar in its kind in the city
- ✓ One year full operation
- ✓ Bartender and Barista capabilities.
- ✓ Bar management.

OTHER EXPERIENCE - VOLUNTEERING

Organization: [Global Shapers Community](#)- A community from World Economic Forum

Period: July 2013 - February 2017.

Position: Member – Hub creator

Functions and milestones:

- ✓ Member of the Bogotá HUB as one of the high potential entrepreneurs under 30 in the city.
- ✓ Member of the community as an outstanding entrepreneur.
- ✓ Invited to World Economic Forum in Latin America to share his ideas and knowledge related to medical tourism.
- ✓ Founding Curator, leader of Creation and consolidation of Manizales-Colombia HUB.

Organization: International PARC for Creativity

Period: July 2007 – January 2008.

Position: Leader organization committee.

Functions and milestones:

- ✓ Coordination of fundraising and sponsorships management for the execution of the program.
- ✓ Coordination and direct translation of the more than 10 international attending scientists.
- ✓ Logistics coordinator. I was part of 5 members team who organize the first international camp for youth scientist in Colombia. IN the event we received youth scientist from Colombia and Peru (20) and for 3 months we helped them in create new "biological creations ".
- ✓ We were responsible to get all the sponsorships for the event and organize all the logistic details. I was the operations manager and was the responsible to be with the international scientist (from Israel, US (NASA and NSF) , and other countries) and provide them all the support.
- ✓ After the event and the program was created an international organization that made 4 more programs in 3 countries based upon our experience.

Organization: I Believe in Colombia Foundation – Fundación Yo Creo en Colombia

Period: August 2002- January 2012.

Position: Regional coordinator.

Functions and milestones:

- ✓ Creation and management of the “eje cafetero” regional chapter.
- ✓ Elaboration of regional research in human development and social capital generation in the population.
- ✓ Organization of local and national events.
- ✓ Creation of new business initiatives and social initiatives in the region based on the institutional methodology
- ✓ Participation in directive boards, regional boards, experts meetings and others related with regional development and human development.
- ✓ Coordination of the research project *¿why believe in the Colombian medicine and health?* .In partnership with ASCOFAME and some important Colombian clinics and hospitals.
- ✓ Implementation of action plan, team building and volunteer recruitment at national level.
- ✓ Elaboration of the lecture: *¿why believe in the Colombian medicine and health?* To be presented among the best of the best of human health professionals and students in Colombia.
- ✓ Speaker (lecturer) more than 120 times in 18 cities, 4 countries. More than 18.000 assistants

Organization ENRUTATE POR CALDAS TURISMO SOCIAL PARA EL DESARROLLO

Period: June 2007- April 2009

Position: Cofounder. Health coordinator

Functions and milestones:

- ✓ Co-founder. Creation of the concept of touristic group travels for social development. Visiting small towns around the capital of the state bringing healthcare activities, technical farming knowledge while party and tourism with young from different colleges.
- ✓ Healthcare coordinator.

Organization: JUAN CIUDAD FOUNDATION

Period: June 2004- April 2006

Position: Board Member

Functions and milestones:

- ✓ Volunteer in the foundation that brings mind health and mental care services for young and children of the city of Manizales
- ✓ Board member.

Organization: [UNIVERSITY of CALDAS](#)- *Entrepreneurship Office.*

Period: January 2003 – December 2008

Position: Co-Founder and Active Member

Functions and milestones:

- ✓ i was part of 4 members team who convinced to the principal of the University in create one specific entrepreneurship unit where we can promote the entrepreneurship in our university (with more than 12.000 students).
- ✓ Part of the volunteers who create the first entrepreneurship events in the city, we create some conferences and talks where we promote the idea and we bring to the university the national contacts in terms of pitch competitions, business plans competitions and other relates events.
- ✓ In 2012 i was awarded as one of the **top outstanding entrepreneur alumni**. During 7 years we help in the creation of events, competitions and programs.

Organization: [AIIESEC INTERNACIONAL](#)

Period: June 2004 – April 2009

Position: Active Member, volunteer, Organization Comitee

Functions and milestones:

- ✓ Member. Bilingual city project leader.
- ✓ Organization Committee member of several events.
- ✓ Spanish teacher volunteer for international students.
- ✓ International Congress Brazil. AIIESEC international congress is one of the most important youth events in the world, gathering young people from more than 110 countries. I was part of the operations team and was responsible for the delegates service, where we ensure the nice experience to the delegates providing support, logistics and all experience related for the 10 days long event in Sao Paulo Brazil In that tie mi was selected to be part of a 55 members team among more than 400 applicants from all over the world.

Organization: [PARTNERS OF THE AMERICAS/ IAVE.](#)

Period: June 2009 – December 2011

Position: Active Member , volunteer, Organization Committee

Functions and milestones:

- ✓ Volunteer.
- ✓ International volunteer youth conference Organization Committee.
- ✓ In this event, which was in Barranquilla, Colombia on November 2011, we managed to gather people from 35 different countries.
- ✓ I was the master of ceremony and one of the two "chair" of the 3 days conference. In this i collaborate with IAVE international Board and Partners of the Americas as operations and logistics volunteer.

Organization: FORO [LÍDERES EN LA U](#). Revista Semana

Period: June 2007 – October 2008

Position: Active Member , volunteer, Organization Committee

Functions and milestones:

- ✓ Volunteer.
- ✓ Event leader: Foro Líderes y emprendedores en la U 2009: Biggest entrepreneurship event in Colombia, i was part of two editions logistics and public relations committee, managing mentors, speakers and national delegations. IN the 4th edition i managed to convince the biggest national magazine owners to move the event from Bogota top Manizales. That event was the biggest in the Colombia history in terms of participation with more than 1300 participants from more than 300 cities around the country. I was the responsible for sponsorships, logistics and public relations.

AWARDS AND RECOGNITION

- Founding Curator. Manizales HUB *Global Shapers Community*. Geneva-Switzerland. 2014
- Top 10 most brilliant entrepreneurship minds in the Country. *Diario La República*. Bogotá, Colombia. 2014
- Top 100 Most innovative start-ups *eMerge Americas*. Miami, USA. 2014.
- Top 10 Start ups. Colombian selection of entrepreneurs. *Mass Challenge-INNPULSA*. Boston, USA. 2014.
- Honorific memembr of Andean leadership school. *Universidad del Área Andina*. Pereira, Colombia. 2013
- Outstanding Entrepreneur alumni. Universidad de Caldas. *Manizales, Colombia*. 2012.
- Young Outstanding speaker. *Fundación Yo Creo en Colombia*. Bogotá, Colombia. 2006

LENGUAGES

English: Advanced C1

French: Basic A2

Spanish: Native

Portuguese: Medium A2