

# Juan Pablo Salazar Arias



(+33)688726599 / (+57)3164423638



jpsalazararias@gmail.com

Nationality: Spaniard/Colombian

## ACADEMICS

Medical Doctor M.D. 2012. *Universidad de Caldas*, Manizales-Colombia



MSc Health Management and Data Intelligence. 2025 (Ongoing) . EM Lyon. Ecully- France

## LANGUAGES

Spanish – Native  
English – C1 full proficiency  
Portuguese - B1 Intermediate  
French- A2 Basic

## SKILLS

Very particular profile  
HealthCare consultant  
Digital Marketing specialist  
SEM - SEO expert in healthcare  
Website development  
Entrepreneurship and startup expert  
Sales experience  
Speaker at national level  
Scientific and research background  
Early adopter. AI – IOT - Tech passionate.  
Experienced entrepreneur  
Wide experience in different areas.  
Events management experience



## AWARDS AND RECOGNITIONS

2015. Global Shapers Manizales HUB  
Founding Curator  
2014. Top 10 minds in entrepreneurship in Colombia . "La Republica" National newspaper  
2014. Top 100 most innovative entrepreneurs in latin America. eMerge Americas. Miami. USA  
2014. Colombian National start up team to Mass Challenge. Boston, USA  
2013. Outstanding Alumni. Universidad de Caldas  
2010. Top 5 most active young speakers at national level. I believe in Colombia Foundation.



## PROFILE

**Healthcare and business consultant** with more than 9 years of experience. Outstanding **entrepreneur** with a wide range of experience in different areas. Work experience on the healthcare sector, particularly on digital health, medical tourism, quality in health, health innovation and health technology development.  
**Medical Doctor** with experience in Emergency Room and Outpatient services.  
**Digital Marketing expert** with emphasis in SEO, SEM and medical writing services.

## PROFESSIONAL EXPERIENCE

**2012-2022**

**Institution: GEOMEDICAL HEALTH - Colombia**

**Function:** Business Consultant

Health Consultant with more than 50 clinics and hospitals advised in Latam.

Advisor of multiple Digital health projects and start ups.

Strong experience in international patient management.

Advisor to healthcare clusters and government institutions

**2019- 2022**

**Institution: PARAMO ADS- Digital Marketing Agency**

**Type: Company**

**Function:** Digital Marketing Specialist SEO-SEM

More than 100 corporate clients, including doctors, specialists, small clinics ,start ups and others.

Digital advertising expert. Performance analyst.

SEM Specialist .

SEO advisor

Medical Writer. Copywriter.

**2015-2017**

**Organization:** TEMOS INTERNATIONAL

**Position:** South American regional office founder

Creation of the regional office from TEMOS

INTERNATIONAL- Heathcare Quality Experts

Creation of brand's awareness in the region

Advisor to clinics and hospitals within the country regarding quality standards in the management of international patients

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## VOLUNTEER AND OTHER ACTIVITIES

- I Believe in Colombia Foundation. National Think tank on empowering Colombians. Leader of healthcare sector nationwide, leader of regional chapter.
- AIESEC member. Local Project coordinator. International Logistics congress and events member.
- Colombian Youth Network. (RECOJO). National member and co-founder.
- Opción Colombia Foundation. Empowering academic development of rural poor areas of Colombia. National member.
- Juan Ciudad foundation board of directors. Mental health foundation.
- Social tourism initiative co-founder- Enrutate por Caldas.
- Global network for empowering volunteering among global youth. Co-founder. Volunteer with IAVE.
- Youth representative in the regional and local long term planning initiatives.
- Biggest youth leadership and entrepreneurship conference leader. Líderes en la U.
- University entrepreneurship office co-founder. Universidad de Caldas.
- International PARC for Creativity logistics leader. Stakeholders committee leader.
- Honorary founding member of Andean Leadership school. Universidad Andina.
- Neurosciences investigation group member. Universidad de Caldas.
- Semi- Professional Basketball player.
- Latin American Youth journeys. Cultural initiative to promote arts in the city.

Interested?

Long version CV [Available HERE](#)

## PROFESSIONAL EXPERIENCE

**2017- 2018- 10 months.**

**Organization Hospital Santa Margarita ESE**

**Function:** Emergency Doctor. (ER Doctor)  
Emergency doctor.

**2017- . 4 months.**

**Organization Genersis IPS. (outpatient unit)**

**Function:** Outpatient doctor.

Outpatient doctor. Leading doctor of chronic diseases program .

**2016-2017 – 8 months**

**Organization : AeroSanidad.**

**Function:** Airport Doctor.

Local airport healthcare facility director. Airport doctor.

**2011-2016. 5 years**

**Organization: PROMUV SAS – Distribuciones PI**

**Function:** Co-Founder, CEO and commercial advisor  
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

**2010. 3 years.**

**Organization: PARAMO CORPORATE- PARAMO EVENTOS**

**Function:** Founder and CEO

Creation of a private events company specialize in entrepreneurship in Colombia Execution of national entrepreneurship promotion campaign. Content producer  
Event Logistics coordinator

**2008- 1 year**

Organization: MANDA CORPORATE

**Organization :** Co-Founder and CEO

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

**Others projects and experiences [HERE](#)**