

RAÚL ERNESTO GÍO CUSPINERA

Founder & AI Automation Architect

Applied AI Consultant | AI Solutions & Application Architect

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[IA Estratégica](#) | [App Studio / Portfolio](#) | [LinkedIn](#)



Portfolio

3 operational applications | 2+ years with GoHighLevel | 8 AI training editions | 30+ years in technology and consulting

EXECUTIVE PROFILE

Consultant and solutions architect with more than 30 years of experience in the adoption, implementation and commercialization of technology for business. Since 2023, he has worked intensively with generative AI, business automation and AI-assisted development, combining these capabilities with executive leadership, consulting, process design and training.

Founder of IA Estratégica, a consulting and implementation firm focused on turning business needs into functional solutions through generative AI, AI agents, CRM, automation, Customer Journey, CX/UX and custom applications. His differentiator is the ability to analyze, research, verify and select the right architecture from a highly fragmented technology landscape, avoiding isolated implementations and trend-driven decisions.

Creator of A.R.I.A. - Arquitectura de Respuesta Inmediata Automatizada -, an integrated methodology for Sales and Customer Service that combines AI-powered Digital Marketing, Customer Journey, CX, UX/UI, SmartReach, ReachConnect, automation and AI-assisted application development.

CORE AREAS OF EXPERTISE

Applied AI & Agents

Generative AI · Prompt engineering · AI agents & assistants · Research & verification · Enterprise AI adoption

Solutions & Applications

PRD · Functional architecture · Business logic · Vibe Coding · AI-assisted development · QA & iteration

Automation & Operations

Process architecture · CRM · Workflows · Omnichannel automation · Text/voice agents · Human-on-the-loop

Consulting & Transformation

AI Maturity Audits · Technology integration · Customer Journey · CX/UX · Innovation · Training

SELECTED PROFESSIONAL EXPERIENCE

IA ESTRATÉGICA

Founder & AI Automation Architect | 2024-Present

Consulting and implementation firm specializing in generative AI, automation and business solution development. Responsible for the full solution lifecycle: diagnosis, research, architecture, product definition, PRD, business logic, prompt design, development supervision, testing, improvement and deployment.

- Design of AI and automation architectures for operations, sales, customer service and business management.
- End-to-end implementation of GoHighLevel under the SmartReach brand: CRM, pipelines, workflows, triggers, campaigns, communication channels, forms, calendars, opportunities and follow-up.
- Implementation of Create Assistants Hybrid Agents under the ReachConnect brand: AI agents connected to CRM, social media, messaging, WhatsApp and inbound/outbound voice calls.
- Prompt and conversational behavior design for AI agents, with particular emphasis on response quality, context, actions and human handoff.
- Development of applications with Lovable, ChatGPT, Claude, Claude Code and Codex, acting as product and solution architect with continuous human supervision.
- Leadership and training of collaborators in automation, social media and implementation methodologies; design and delivery of AI training programs.

A.R.I.A. - ARQUITECTURA DE RESPUESTA INMEDIATA AUTOMATIZADA

Creator & Solution Architect

An integrated Sales and Customer Service architecture/methodology designed to prevent fragmented tool implementations. A.R.I.A. combines AI-powered Digital Marketing, Customer Journey, Customer Experience, UX/UI, Vibe Coding, SmartReach/GoHighLevel, ReachConnect/Hybrid Agents, automation and generative AI within one operational strategy.

The solution has completed its initial conceptual and functional development phase and is entering commercial rollout and implementation. SmartReach and ReachConnect are already operating in real environments; CJ/CX/UX/UI and Vibe Coding components are incorporated as part of the integrated implementation approach.

SELECTED PROJECTS & APPLICATIONS

CAD License Manager - Soluciones CAD

Product architecture | AI-assisted development | In production

Application created to centralize and automate the administration of CAD/BIM software licenses, including licenses, serial numbers, certificates, downloads, users, roles, alerts and asset recovery. Built from a real operational need and used daily to support Soluciones CAD customers, substantially reducing the time required to locate licensing information and respond to requests. The concept has already generated interest as a foundation for a broader IT Asset Management solution.

A.R.I.A. / SmartReach Portal

Functional architecture | Automation | Generative AI | Active use

Platform created to support onboarding, implementation and follow-up for A.R.I.A. and SmartReach solutions. It brings together implementation tracking, AI-assisted content generation, an automation library, user training and process follow-up. It is currently used in real operations within IA Estratégica and related organizations.

MF_Agenda

Product architecture | AI-assisted development | Multi-tenant

Application initially developed as an internal platform for task management, scheduling, meetings, courses, collaboration and operations. It was iterated through daily use and evolved into a multi-user, multi-tenant architecture in preparation for potential commercialization. The project also serves as a real-world AI-assisted development laboratory in which product definition, business rules, permissions, testing and evolution are directed under continuous human supervision.

AI & TECHNOLOGY ECOSYSTEM

Generative AI, research & productivity	ChatGPT · Claude · Gemini · Perplexity · Genspark · Gemini Notebook
AI-assisted development	Lovable · Claude Code · Codex · Vibe Coding · HTML · TypeScript/ React/Tailwind in AI-assisted development environments
Automation & CRM	GoHighLevel / SmartReach · Create Assistants Hybrid Agents / ReachConnect · CRM Automation · Workflows · Omnichannel AI agents
Generative visual AI	Midjourney · Ideogram · Magnific

HOW I WORK

- Diagnose the business problem and understand the process before choosing tools.
- Research, compare and verify alternatives to build a coherent architecture rather than a collection of disconnected apps.
- Define the product, PRD, business logic, prompts, workflows and success criteria.
- Supervise AI-generated implementation, test it in real scenarios and iterate until the solution is stable.
- Train teams and transfer knowledge so the solution can be adopted, operated and continuously improved.

SPECIALIZED EDUCATION IN ARTIFICIAL INTELLIGENCE

Completed & Accredited Training

IA Heroes PRO - Artificial Intelligence & Automation

Learning Heroes | 1,080 hours · 12 months | 2024-2025

Diploma Program in Digital Marketing Strategies with Artificial Intelligence Tools

UNAM / DGTIC | 190 hours | 2026 | Completed and accredited

Vibe Agents Bootcamp

Talent Academy | 2026 | Program completed and final exam passed

Artificial Intelligence in Project Management

VITAN Industrial Solutions | 12 hours | January 2025

Generative Artificial Intelligence in Education: Experiences, Challenges and Learnings

4th UNAM-UMAYOR-UBA-UNA Thematic Circles for Educational Innovation Meeting | 2025

Current Training / Continuous Professional Development

Claude Code Master 2026: AI Agents, MCP, Skills & Commands

Udemy | In progress

Vibe Coder Next Pro - AI Copilot Vibe Coding Program

Talent Academy | In progress

IA para vivir mejor - Pau Martí Felip

Skool | Ongoing AI training and continuous professional development

AI TRAINING & KNOWLEDGE TRANSFER

Design and delivery of online training programs through IA Estratégica for companies and the general public. Between 2025 and 2026: 8 editions and approximately 65-80 participants.

- Introduction to Artificial Intelligence - 4 editions
- Artificial Intelligence for Teaching - 2 editions
- Artificial Intelligence for Marketing & Sales - 1 edition
- Introduction to Vibe Coding - 1 edition

EXECUTIVE, TECHNOLOGY & CONSULTING BACKGROUND

More than three decades of experience in technology adoption and implementation, executive management, consulting, software commercialization, training and process transformation.

Soluciones CAD

Management, consulting & implementation | 2010-Present

Commercialization, implementation and training in CAD/BIM technologies; relationships with international software developers and consultative customer support.

Borgio Arquitectos

Managing Director & Owner | 2005-2024

Leadership of architectural projects, design, construction, digital representation and adoption of new technologies in professional practice.

ZWCAD México

Managing Director & Owner | 2007-2017

Market development, commercialization, training and positioning of alternative CAD solutions in Mexico; participation and speaking engagements at international technology events in China.

COACHING, MENTORING & ORGANIZATIONAL DEVELOPMENT

Complementary experience in executive and business coaching, coach development, leadership, planning, innovation and human development. Registered External Trainer with Mexico's Ministry of Labor since 2004. Selected CONOCER competency certifications: EC0076 Competency Evaluation; EC1061 Effective Leadership in Organizations; EC0234 Transformational Coaching; EC0204 Coaching Session Delivery.

ACADEMIC EDUCATION & LANGUAGES

Architect - School of Architecture, National Autonomous University of Mexico (UNAM) | 2001

Merit Recognition for Thesis Quality · Professional License 3345105

Diploma / Specialization in Intelligent Building Technology - IMEI / La Salle University | 2000

Languages: Spanish: Native · English: reading, writing and conversation (TOEFL ITP 627) · Italian: reading, writing and conversation; former Italian instructor at Tecnológico de Monterrey.