



JOAN CWAIK

Author, speaker and disruptive technologies promoter

📍 Buenos Aires City, Argentina

✉ joan.cwaik@gmail.com 🖥 joan.cwaik.com

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Profile

I am a speaker, a columnist, a professor, a researcher and a specialist in exponential technologies. Currently, I am Maytronics Latin America Marketing Manager (TLV:MTRN), I am a professor at UADE Foundation (Universidad Argentina de la Empresa) and Candidate for the MBA of the IAE Business School of the Austral University.

As an speaker, I have given more than 320 talks since 2014 about disruptive technologies in companies and events such as TEDx, G20 YEA, Campus Party, Red Innova, eMerge Americas (Miami, USA), Sinergia Latinoamérica (Cancun, México), Social Media Day, adLIB (Rome, Italy) and PechaKucha.

I was interviewed by media such as CNN, Telemundo, Telefe Noticias and I actively collaborate as a technology columnist in different media such as Diario Perfil, Infobae and the news agency Télam. I have been chosen to talk with the United States ex-president, Barack Obama in his Town Hall when he visited Argentina. Moreover, I've been referred to as "groundbreaking" by Argentine president, Mauricio Macri, in one of his public speeches.

In 2016 I participated in courses and executive programs at Singularity and Stanford University and digital marketing training at Google and Facebook HQs in San Francisco. In 2017 I was selected by Forbes Argentina as one of the six most influential sub-35 in Argentina.

In 2019, I was distinguished by the National Youth Institute of the Presidency of the Nation and the International Youth Organization as one of the Outstanding Young Argentines of 2019 and its contribution in the field of Technological Innovation to the Argentine Republic.

In 2020 I released my first book, 7R: the seven technological revolutions that will transform our lives, published by the Conecta label from the Penguin Random House Argentina publisher. In March 2020, the book was declared of national interest by the Honorable Chamber of Deputies of the Nation for its contribution to the knowledge economy sector.



Distinctions and recognitions



National interest of book 7R by the Honorable Chamber of Deputies of the Nation.



Six high-impact youth under-35s from the Argentine Republic.



Young Argentines noted for their contribution in technological dissemination.



Young Argentines noted for their contribution in technological dissemination.



Keynote speaker and member of the Argentine delegation of the G20 YEA 2018.



TEDx in Villa Allende, Córdoba, 2014.

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Author, speaker and disruptive technologies promoter

2020 - Publication of my first book, 7R.

2019 - Appointed Logitech Ambassador for the Argentine Republic.

2018 – Name by Logitech as the Spotlight Ambassador.

2018 – Chosen as one of the opinion leaders of the SAP Marketing Influencer Program of Latin America.

2017 – Chosen by Forbes as one of the six most influential sub-30 young people in 2017.

2017 – Member of the Argentine Journalism Forum.

2016 -Mentor of the contest "Potenciate" and selected as one of the Young Protagonists of the Youth Directorate (BA Joven) of the Government of Buenos Aires City.

2016 - Chosen as Ambassador and Innovation specialist of LG Electronics for the LG G5 & Friends smartphone. In my position, I worked together with the brand on a series of actions related to technological innovation in connection to the new product throughout the year.

2015 – Chosen by the business magazine Apertura y La Red Innova as one of the 40 most influential entrepreneurs of Argentina.

2015 – Chosen as the Social Media Day Argentina Ambassador and participant of its editions in Buenos Aires and Paraná cities.

2015 - Member of the Honor Jury and panellist in the Clarín Creatividad Awards debate.

2015 – Chosen to interview Barack Obama in the “Town Hall” that he organized in Buenos Aires.

2013 – Chosen as one of the 40 participants of the first Google’s reality/hackaton, Developer Bus Buenos Aires 2013.

IAE Business School - Universidad Austral (2020-Today)

MBA Candidate - Master in Business Administration (ongoing).

Buenos Aires University (2013)

Master's degree in Multimedia Convergence by the School of Design and Urbanism (FADU) which belongs to Buenos Aires University (UBA).

Universidad Argentina de la Empresa (2009-2012)

Degree in Media and Entertainment Management (UADE).

Theatrical and Musical Producer (UADE).

Honour roll with distinction (2013).

UADE Alumni Pride Award (2014).



Education

Maytronics - 2015 - Present
Marketing and Communications Manager for Latin America.

2018 - 2019: Global Director of Creativity and Commitment to the Client.
2013 - 2015: Marketing and Communications Coordinator for Argentina

Universidad Argentina de la Empresa (UADE) - 2014 - Present

2014 - Today: Professor of the Department of Media and Entertainment of the Faculty of Communication and Design, specialist in technological innovation, digital convergence and business models.

2016 – 2018: Coordinator of the Technologic Communication Center of UADE's Foundation. Its main objective to identify, promote and develop the visibility of students and outstanding graduate students' technology related works and projects. The Centre's job involves the fostering, media coverage and the contact with companies, accelerators, incubators and other educational, political and corporate.

2017 – Present: Main promoter of the eSports area (electronic sports) and the League of Legends Selection of the university.

2018 – Present: in charge of the Virtual and Mixed Reality Lab of UADE Labs.

LaFlia Contenidos - 2012 - Present

Coordinator of the Technical and Operational Production of the Aquadance staging 2012, 2014, 2015, 2016 and 2018 in Shomwatch television program.

Campus Party Argentina - 2018

Content Manager of the largest technology event in the country, curating an agenda of more than 150 s and 300 hours of content.

InnovatiBA - 2017

Manager and general producer of an event on technology, innovation and entrepreneurship which took place at La Usina del Arte and which was organized by the Entrepreneurship Directorate of the Government of Buenos Aires City's Ministry of Modernization.

Fav! Network - 2016

"Radar's" Production. It's a YouTube channel coproduced with Fav! Network about technological breaking news. In this platform, the first Argentine transmission making use of mixed reality to compose an image was made.

Darwin Research & Think Tank - June 2014 - June 2015

Collaboration in the press and dissemination of Darwin Research & Think Tank, a center that was devoted to researching and experimenting new technologies, such as 3D printing, bitcoin, virtual reality, drones and open source programming. The organization, through "Mano X Mano" campaign, developed the first prosthesis of a 3D printed hand in Argentina, a project that was highlighted by Barack Obama in his speech during his visit to Argentina in 2015. This project received the Brigadier Mayor Juan Ignacio San Martín Statuette given by the Argentina and Iberoamerica's Industrial Leaders Area and the Friends' Association of the Industry Museum (AAMI) in recognition of the work, career and effort made to foster national industry.

Fundación Bitcoin Argentina - 2013 - 2014

Collaborator in the Communication and Press area and organization of LaBitConf 2013 conference.

Games On Demand (GoD) - 2013

Co-founder of Games On Demand (GoD), a project devoted to the distribution of videogames on the cloud, which was a finalist of the Intel Latin America Challenge 2013 as one of the best technological and business projects in the country in that year.

Partido de la Red - 2013

Collaboration in the press and dissemination area.

Universidad Argentina de la Empresa - 2014 - Present

2020 Subjects

Convergence and Technological Paradigms.

2019 Subjects

Convergence and Technological Paradigms.

Coordinator of the TIF (Final Integration Work) of the Degree in Media Management and Entertainment of the FACO (Faculty of Communication and Design).

2018 Subjects

Technological Convergence and Paradigms.

2017 Subjects

Technological Convergence and Paradigms.

Innovation tutor in the Final Research Project of the degree in Media and Entertainment Management of the Faculty of Communication and Design of the university.

2016 Subjects

Advanced Topics Seminar - Institutional Communication

Innovation tutor in the Final Research Project of the degree in Media and Entertainment Management of the University of Communication and Design (FACO)

2015 Subjects

Technology and Fundamentals of Audiovisual Media.

Advanced Topics Seminar - Institutional Communication

Video games – Degree in Multimedia Design and Interaction.

Entertainment Industry Economics

Coordination and Tutoring Assistant of the Integrative Final Project of the degree in Media and Entertainment Management of the school of Communication and Design (FACO)

Invited as a Guest Lecturer at the following subjects:

Entertainment Industry Economics

Business Models in the Audiovisual and Entertainment Area.

Film and TV Production (Fiction).

E-Commerce (for the degree in Business Administration and the degree in Marketing)

Online Business (for the degree in Business Administration and the degree in Marketing).

Management of Design Projects.

Business Management

Public Relations and the Internet (for the degree in Public and Institutional Relations).

Media III (for the degree in Public and Institutional Relations).

Perfil Newspaper - 2020 - Present
Technology Columnist.

Télam News Agency - 2016 - Present
Technology Columnist.

Infobae - 2015 - Present
Opinion Columnist.

FM Rock & Pop - 2017 - 2018
Technology Columnist in the programs Game Of Rock (2017), hosted by Nicolás Occhiatto and Valentina Salezzi and Parece Que No Pero Sí, hosted by Diego Scott and Homero Pettinato (2018).

La Nación - 2013-2016
General Producer and host of the program Tecno-rrupción.

FM Milenium 106.7 - 2016 - 2017
Disruptive Technologies Columnist on the program Benditos 90. Innovation, entrepreneurship, education, politics, economics, gender, current affairs in the eye of people in their 20s. Analysis and opinion of young people born in the 90s, who look at the present, the recent Argentine history, and the possibilities offered by the future, stripped of the prejudices of those who lived those days as adults. Young doers committed to the community in which they live.
Members: Santiago Bulat, Juani Velcoff, Melina Masnatta, Agustina Faustin and Joan Cwaik, Augusto Mustafá and Tais Gadea Lara. General Producer: Carina Onorato.

Clarín - 2014
Writing of articles and audiovisual bulleting on technology and reviews of applications for the sections: "Next.Clarín" and "Al Toque".

2020 - Press related to the release of 7R (my first book).

2018 - Forbes Argentina: Column on the price and volatility of bitcoin.

2018 - CNN En Español: Interview on freemium y premium business models for the videogame industry.

2014 - 2017 C5N: Various interviews on the news about bitcoin, disruptive technologies, Pokémon Go and domestic robotics.

06/12/16 - Encuentro Channel: Participation in the documentary What do those who do not think like me think?: Freedom and danger in the networks.

11/09/16 – **VIVA Magazine:** Interview about virtual reality.

02/03/2016 - Motherboard – VICE: Mention in an article about bitcoins "Can Bitcoin Still Thrive in Argentina Without Price Controls?"

21/01/2016 - Radio Mitre: Interview about the virtual reality glasses that Macri tried out in Davos.

As a speaker, I have given more than 320 talks in more than 15 countries since 2013 about exponential technologies, innovation and social networking sites. Many of them have taken place in companies such as Accenture, Oracle, Disney LatAm Labs, Galicia Bank, Patagonia Bank, Telecom, Personal, Claro Argentina, Grupo Clarin, Cablevisión/Fibertel, Fravega, Lenovo and Huawei, among others.

At several conferences I have shared stage with personalities like Collin Powell, Tony Hawk, Vicente Fox Quesada (Mexico's ex-president), Jorge Tuto Quiroga (Bolivia's ex-president), Santiago Siri (Democracy Earth Foundation) and Emiliano Kargemian (Satellogic), among others. Since 2016 I have been part of the Speakers Bulat 's Bureau.

Below, there is a list of the most important conferences I've participated in, in the last few years.

2018 - G20 Young Entrepreneurs Alliance (G20 YEA), member of the Argentine delegation at the G20 Summit in Buenos Aires.

2018 – ORT University, Uruguay, Montevideo.

2018 - Masterclass about emergent technologies in the legal innovation program of Austral University.

2017 - International Congress of the School of Administration CIFA 2017, San Martín de Porres University, Lima, Perú.

2017 - InnovatiBA, event organized by the Government of Buenos Aires City.

2017 – Endeavor Experience, Córdoba.

2016 - 2017- Latinamerica Sinergy Forum , Cancun, México - This forum is made up of a network of young Latin Americans in positions of business, political, economic, philanthropic, cultural and sports leadership, who are passionate about forming a dynamic organization that links us, to strengthen relationships and promote the exchange of ideas and common problems through continuous interaction among members.

2016 - J6: Integration Project. Young Edition of Grupo de los Seis (G6) in which Argentine president, Mauricio Macri took part and called me “groundbreaking” and “alarmist.”

2016 - Campus Party Argentina (As the Master of Ceremonies and as a speaker).

2016 - eMerge Americas, Miami, the United States.

2016 – Ciclo Jóvenes Protagonistas BA Joven, organized by the Government of Buenos Aires City.

2015 - 2016 - Red Innova (As the Master of Ceremonies and as a speaker).

2016 - adLIB!, Rome, Italy.

2016 - European News Exchange Assembly (ENEX), Cartagena de Indias, Colombia.

2015 - Sónar+D Buenos Aires.

2015 – Digital Culture Night (La Noche de la Cultura Digital)

2015 - Argentina Comic-Con.

2014 - 2015 - Social Media Day Buenos Aires.
Social Media Day Paraná.
Social Media Day Uruguay.

2015 - Hack Hackers Media Party.

2014 - TEDx Villa Allende, Córdoba.

2014 - Social Media Day Buenos Aires.
Social Media Day Rosario.
Social Media Day Córdoba.
Social Media Day Mendoza.



Executive courses and programs

Ventures Academy - 2019

University of San Andrés and Fundación Endeavor Argentina. Buenos Aires, Argentina.

Broadway Performing Arts and Production Program - 2018

Manhattan College, Nueva York. EE.UU.

Stanford University (Stanford, California, EE.UU.) - 2016

Course on Latin American economic cycles by Professor Pablo Kurlat

Singularity University (Moffett Field, California, EE.UU.) - 2016

Masterclass on Exponential Thinking by Peter Wicher, Director of Strategic Relations of Singularity University.

El Mundo de las Ideas - 2014

It is a five-month experience in which participants have the chance of learning about ideas of the most diverse fields of culture: art, the business world, science, philosophy, social initiatives and other areas of human endeavour, in order to develop their own ideas and trigger new ones, build tools to take them to action, develop their creativity and learn to innovate along with others.

Harvard Extension School / UADE - 2013

International Seminar "How to create and lead groups of high-performance business".

Ideas del Sur - 2012

TV Production Seminar.

International Computer Driving License (ICDL) - 2012

International Certificate in Personal Computers Management.



Languages

Spanish (native)

English (certified by London Tests of English)

Hebrew (advanced)