

## **Sergi Mesquida, the new iSOCO Innovation and Technology Manager**

**iSOCO has appointed Sergi Mesquida as its Innovation and Technology Manager. A telecommunications and IT systems engineer, Mesquida has taken over the coordination of the development of new products for the semantic technology and artificial intelligence company**

Barcelona- Sergi Mesquida, a graduate in telecommunications and IT systems engineering of the Ramon Llull University, has taken charge of the iSOCO Innovation and Technology Division to oversee the creation and implementation of new lines of business.

Mesquida has extensive management experience in both the private and public sector and he is a specialist in the field of Open Innovation, which maximises the use of internal and external ideas to make progress in the development of a company's products and taps into internal and external channels for making these developments reach the market. With a MBA from the Ramon Llull University and New York's Manhattan College, Sergi Mesquida is an expert in technology and knowledge transfer at international level.

His professional activity began in 1995 as senior auditor and consultant for PricewaterhouseCoopers. In 2000 he joined Mediapark as a project manager and subsequently he was appointed as technology transfer manager at the Catalan Government's Business Innovation and Development Centre (CIDEM). In 2007 Mesquida was appointed as energy, transport and public administration manager for GTD Sistemas de Información and, before joining iSOCO, he was director of the Knowledge Innovation Market Barcelona Foundation (KIMbcn).

Sergi Mesquida's appointment is part of the semantic technology and artificial intelligence company's international strategy adopted last year, envisaging an ambitious expansion plan for the 2011-2014 period and its listing on the MAB stock exchange in the second half of 2012.

### About iSOCO

iSOCO is Spain's foremost ICT company with a clear commitment to internationalisation as a leading technology provider to help companies develop and position themselves in the Network Economy. It has its own R&D centre, iLAB, and it stands as an international leader in semantic technology and artificial intelligence. Its main differentiating factor resides in the combination of a range of services based on proprietary technology.

It was founded in 1999 as a spin-off of the CSIC (the Spanish High Council for

Scientific Research) and has a clear global outlook and local presence in the main markets. It is the only Spanish company to appear in the WCM Marketshare2010 and the instigator of the Spanish LinkedData Association (AELID).

With blue-chip clients like Almirall, AstraZéneca, Bankinter, BT, Colt, Grupo Leche Pascual, La Caixa, Repsol YPF and Zurich, among others, iSOCO is internationally renowned and possesses one of the most comprehensive semantic engines in the world: Semanti-K®

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