

PAULO VILA

ROLE: CEO & AI Platform Architect | Local-First Rust Infrastructure | Innovation Catalyst

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LOCATION: Bogotá, Colombia • Available: Remote / Hybrid

~/init_sequence

AI platform architect and technology executive with 29 years building software systems, scaling organizations, and leading innovation across BCG, McKinsey, and Mastercard – now CEO of an AI infrastructure company engineering sovereign, local-first platforms in Rust.

Has owned P&L, built and scaled products to 1M+ users, founded two tech ventures, and grown a global professional community of 60,000 C-suite executives over 19 years. Combines three modes rare in one person: hands-on systems engineer, enterprise executive with real commercial accountability, and facilitative leader who has run 100+ Design Thinking sprints with C-suite executives across Latin America – consistently delivering strategic outcomes in under a week.

Leads through co-creation rather than hierarchy. Builds things that last.

~/benchmark_results

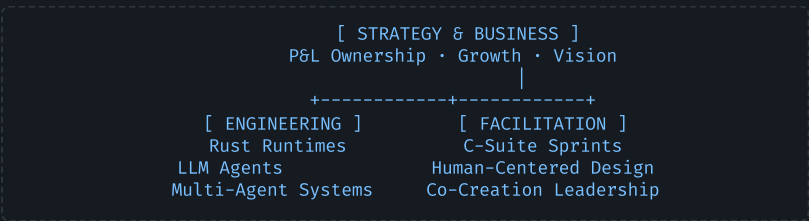
ENGINEERING

- **Latency** – Rust runtimes achieving ~1.1 ms cached TTFB (Movilo) and 1.019 ms average warm-path latency (Vetra-rust) vs ~370 ms on prior Next.js stacks. 300x+ improvement.
- **Platform Unification** – Consolidated 5 production apps into one shared Rust architecture spanning web, Telegram, and WhatsApp.
- **AI Acceleration** – Deployed LLM expert agents cutting executive workshop delivery time by 90%+.

BUSINESS

- **Fintech Scale** – Led \$100M+ B2B credit card sourcing platform at Mastercard; supported neobank launch reaching 1M+ users in Colombia within 18 months.
- **Innovation Growth** – Drove 10x growth in innovation consulting sales across Latin America via three newly established hubs.
- **Turnaround** – \$20M financial swing (from -\$10M to +\$10M annual earnings in 6 months) at a Latin American mine through process redesign and union negotiation.
- **Strategic Growth** – Facilitated strategy for a Chilean food leader projecting \$200M in incremental sales and 10%+ margin improvement.
- **Community at Scale** – Founded and scaled Top Level Executives to 60,000 members (VPs, CEOs, Directors) over 19 years. Zero institutional funding.

~/operating_model



~/how_i_work

"Bringing vision to execution through solid engineering and structured human intelligence."

I don't manage people. I design the conditions for groups and agents to think better than they thought possible – then I set the direction and support execution.

Structured Collision – Building software and facilitating humans present identical problems: understand component needs, clear communication lines, and eliminate bottlenecks.

Sprints, Not Meetings – In 100+ C-suite sprints across LATAM, success came from designing precise exit criteria, not slide decks. Find where decisions are being made, and optimize the process.

As CEO – I architect the platform, set the direction, and empower teams and AI agents to execute while I overview the results.

~/stack

CORE SYSTEMS

Rust Loco.rs Python SQL Unix IPC SeaORM

Caddy WireGuard

AI INFRASTRUCTURE

LLM Orchestration Multi-Agent Systems

Model Context Protocol RAG / Embeddings Qwen

llama.cpp FLUX ComfyUI Vector DBs

DATA & CLOUD

PostgreSQL SQLite Qdrant AWS GCP Authentik

OIDC

LEADERSHIP & METHODS

P&L Ownership Design Thinking

Executive Sprint Facilitation Agile

Organizational Design Community Building

Innovation Consulting

~/build_environment

M.S. Industrial Engineering

Universidad de los Andes

100% scholarship • Thesis 5/5

B.S. Mechanical Engineering

Universidad de los Andes

Thesis 5/5

International Boarding School

Beau Soleil, Switzerland

Villars-sur-Ollon, Vaud

~/verified_modules

> Stanford – Machine Learning

> DeepLearning.AI – TensorFlow & CNNs

> NY Institute of Finance – Trading & GCP

> EIT Digital – Blockchain 360

> Datacamp – Python for Data Science

~/locale_support

> Spanish Native

> English Fluent

> French Fluent

> Italian Fluent

> Portuguese Intermediate

> German Basic

~/uptime_record

★ Mastercard CEO Force for Good Award

2023 • 2022 • 2020

★ H.E.A.R.T Award – 2016

★ Pelt Sales Award – 2016

~/runtime_logs

| Executive & Engineering Experience

CEO & Founder @ Vilaros OS / ImagineOS

2025–Present

Building a local-first AI infrastructure company in Rust – combining LLM orchestration, persistent memory, workflow execution, identity, and runtime governance across 5 production applications. Responsible for product vision, platform architecture, and commercial strategy.

- Designed platform core around five shared services: Hera (orchestration), Memento (memory), Sentinel (routing), Argus (environment), and OS-v3 (governance) – replacing fragmented app-level logic with fast IPC-based shared services.
- Built reusable multi-agent and multi-channel infrastructure spanning web, Telegram, and WhatsApp – with shared routing, expert handoff, and memory-aware conversations.
- Runs paulovila.org, vetra.trade, latinos.paulovila.org, movilo.club, and elgarzero.com on a single Rust-first architecture with shared tooling, testing, and deployment.
- Achieved 300x+ faster response times vs prior Next.js stack: Movilo at ~1.1 ms cached TTFB vs ~370 ms; Vetra-rust at 1.019 ms average warm latency, 1.136 ms p95.
- Established platform-wide governance – capability promotion, observability, app/runtime boundaries – enabling safe reuse across compliance, trading, healthcare, and training.

Founder & Owner @ Top Level Executives

2006–Present

Founded and scaled a global professional community of nearly 60,000 members – VPs, CEOs, Directors, and Entrepreneurs – over 19 years. Built from zero with no institutional funding through sustained strategic curation and community design.

- Platform for executive networking, business development, strategic recruitment, and career advancement at the C-suite level.
- Sustained active engagement across 19 years through content strategy, moderation, and member experience design.

VP – Latin America Digital Labs @ Mastercard

2022–2025

- Built and deployed LLM expert agents cutting workshop time by 90%+, driving a 10x increase in innovation consulting sales via three newly established AI-focused hubs.
- Delivered \$100M+ B2B credit card sourcing platform and supported Colombian neobank reaching 1M+ users.
- Facilitated 100+ Design Thinking sprints with C-suite executives across Latin America – co-creating breakthrough products and transformation initiatives, closing in under a week.

Director – Labs as a Service @ Mastercard

2019–2022

- Grew Labs as a Service revenue 5x across Latin America; delivered 60+ innovation projects with 90%+ client satisfaction.
- Pioneered virtual workshop methodology and the company's first blockchain credit card concept. Recognized with 3 Mastercard President's Awards.

Merchant Sales Director – Andean & Caribbean @ Mastercard

2017–2019

- Led full-cycle merchant consulting engagements from business development through delivery across the Andean and Caribbean region.
- Designed and sold the first mission-based segmentation strategy for a major LATAM client, generating insights adopted region-wide.

Senior Associate @ Partners in Performance – Latin America

2013–2014

\$20M financial swing (-\$10M to +\$10M annual earnings in 6 months) at a silver-lead-tin mine through maintenance redesign, union negotiation, SAP spare parts optimization, and energy system re-engineering.

Senior Consultant @ Hay Group – Latin America

2011–2013

Redesigned two oil pipeline structures (10% FTE reduction in under 2 months); facilitated strategy for a Chilean food leader identifying 60 growth opportunities projecting \$200M in incremental sales and 10%+ margin improvement.

Sales Development Director @ Carrefour Colombia

2009–2011

Led strategic pricing for Colombia's 2nd-largest retailer directing a 200+ person team; managed new store openings, quality management, and market analytics.

Consultant @ The Boston Consulting Group – Mexico

2008–2009

Delivered a \$30B+ food company merger on time and on budget; generated \$10M in annual cost savings for a manufacturing multinational.

Associate Consultant @ McKinsey & Company – Colombia

2006–2008

Supported a multi-billion-dollar telecom merger achieving \$20M+ in synergy savings; contributed to new branch model deployment and IP-video portal launch for a leading telco.

Founder, CEO & CTO @ Data2Web – Colombia

2001–2006

Built enterprise software for Siemens (cloud intranet), Creel Garcia-Cuellar & Muggenburg – Mexico's largest law firm (legal archive system), BASC – world's leading anti-smuggling coalition (certification platform), and Contraloría de Cundinamarca (case tracking system).

Earlier 1996 – 2001

CTO @ La Nota Económica – pivoted business model, built software group delivering intranets and CMS for Siemens. Professor @ Universidad de los Andes – redesigned Systems Thinking course (5/5), directed 6 thesis works, designed 3 Business Fairs (75+ ventures, 3,500 visitors). Marketing Specialist @ Roche – built cost analysis tool adopted as budgeting standard across Colombia, Ecuador, and Venezuela.

~/ux_layer

| Designing for humans, not systems

Invisible Design – The best software, like the best workshops, makes users forget they are in one. This demands ruthless clarity.

Naming as Design – Naming a service is a design act. *Hera*, *Memento*, and *Sentinel* are mental models meant to be understood at 2 AM.

Sprint Architecture – Built like a code pipeline: strict interfaces and observable outputs. Sprints execute; meetings stall.

Multi-Channel UX – Fragmentation across web and WhatsApp is a routing problem. Solve it centrally for universal coherence.