

SHORT CV :Marc Hernández Güell



Thematic Area: 5

Key areas of Expertise in Digital Heritage:

- A) City, Culture & Digital Humanities.
- B) Production of Digital heritage projects
- C) Software for GLAM's

Strategy & IT consultant, Project manager and Digital producer for companies willing to lead change in the digital age.

I am a Strategy & IT consultant and digital producer, specialized in successfully aligning IT to organisation's goals from strategy to implementation, leveraging innovation and digital resources to create differential value.

I'm a freelance consultant working in strong and collaborative network. My aim is helping top-class clients from both private and public sector on reaching their transformative goals and objectives. Don't hesitate to contact me at [marchg@gmail.com](mailto:marchg@gmail.com) for further information.

I am former CIO (chief information officer) at the Culture Institute of Barcelona City Council, heading the IT department and working together with professionals from museums, heritage archives, libraries, neighborhood-based cultural centers and festivals on enhancing the technological tools (software, online content, apps, connectivity...), processes and practices supporting the flow and access to cultural information.

Previously, I developed my career as business strategy and management consultant for public and private organizations. I also worked in a multimedia start-up and has a wide experience in complex and multidisciplinary projects.

I hold a degree in economics (UAB - Autonomous University of Barcelona) and a Master's in eBusiness (UPC -Polytechnic University of Catalonia- Carnegie Mellon University). My interests cover creative uses of technology and culture in all its many manifestation.



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