

Jose-Luis Agúndez
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Jose-Luis Agúndez leads the Big Data Innovation program for data monetization within Telefonica's digital services. Jose-Luis is a computer scientist that went from C developer at startups, to senior architect in complex real-time systems, building a solid technology background. For the last 12 years, he has focused on discovering differential technology and ways to take it to market, including product and business development, innovation partnerships and Venture Capital. He has 5 granted patents, and has contributed to Standardization (3G) and Licensing (4G patent pool). Jose-Luis is a speaker at public events, panelist and blogger, focusing lately on personal data privacy and the applications of Big Data to society and people, as shown by the 6-article series on a "Data-sharing economy" (<http://blog.digital.telefonica.com/?s=ciberjos>).