



JUAN NOVELLI

ABOUT ME

As an entrepreneur, I thrive on creating innovative technologies, fostering an adhocratic environment, maximizing resources, and driving profitability. My goal is to disrupt markets and achieve financial success through intellectual contributions.

SKILLS

Leadership & Team Management
Innovation & Creative Thinking
Adaptability & Resilience
Strategic Planning
Problem Solving & Decision Making

TECH SKILLS

Industry 4.0 & 5.0 EoT
Blockchain
AgriFood Digital Solutions
Food Manufacturing Automation
Robotic Process Automation



CONTACT

juan@piensas.xyz

[\(54\) 262 231-3012](tel:(54)2622313012)

[LinkedIn](#) | [Substack](#)

piensas.xyz | thefoodchainers.io



EXPERIENCE

Piensas, 2023-present

At piensas.xyz, I drive process management initiatives across multiple sectors, implementing Industry 4.0 and 5.0 principles to improve production and operational efficiency. My expertise in robotic process automation (RPA), blockchain, and EoT (Economy of Things) allows me to develop scalable, digitally integrated systems that address complex challenges not only in the in manufacturing, logistics, and supply chain management. I'm dedicated to advancing sustainable, data-driven solutions that optimize traceability, security, and productivity across diverse sectors.

R&D Director, 2015-2023

Given my experience and expertise in food manufacturing, I have served as Auditor of Research and innovation at various factories in Northern Europe, including [Royal Smilde](#) and [Smedes Groep](#). From 2022 to 2024, I led the expansion of the largest Argentine empanada factory in Europe [Malvon](#). In addition to serving as the Director of Innovation, I also held the position of New Business Development due to my industry expertise and extensive network in Europe. Simultaneously, I founded two AgriFood companies in the Netherlands, which were acquired by the Royal Smildes group in 2022. Furthermore from 2016 to 2022, I was the Experience Manager at [Landgoed de Salentein](#).

EDUCATION

Master in Industry 4.0

Massachusetts Institute of Technology,
Madrid [2022-2023](#)

Master in Food Manufacturing

Wageningen University, [the Netherlands](#),
[2020-2022](#)