



EXPO CARNES
Y LÁCTEOS 2025

Víctor M. Piñal Rodríguez

Víctor – Expert in Digital Interactive Marketing and Emerging Technologies.

Víctor is a specialist in digital interactive marketing and the application of new technologies in media.

He is the creator of SIMPL, a learning methodology designed to enhance new skills and enable rapid adaptation to technology.

Currently, Víctor leads UMBRELLA COMPANY, where he helps businesses navigate digital transformation and adopt new technologies to drive growth and innovation.