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Founder, Strategy Director & CTO at Nuubo; Agustín has over 18-years of experience in entrepreneurship, leadership, product innovation, high-impact strategic projects, marketing planning and sales support. He has extensive experienced as senior manager in global medtech, software and telecommunications companies (*Nuubo, Ono, Meta4, Visual Gis Engineering and Robotics*).

Extensive experienced in design and development of innovative technology products and solutions in global markets through strong action-orientation: R&D project management, IPR management and negotiating strategic agreements with global partners to maximize long-term growth and performance's corporate projects. As the lead inventor, developed concepts and filed several key patent applications in areas of medical wearable technologies: sensors, electronic-textiles and novel algorithms.

Agustín was SIP25 co-founder (Internet startup company) in 1997 and was awarded "**Young Entrepreneur of the Community of Madrid**" and finalist of "**Young European Entrepreneur**". Degree in Computer Science from the Polytechnic University of Madrid (UPM), Technical Specialist Computing Systems by the San Pablo CEU University of Madrid, Industrial Designer (CDC Madrid) and also has a NETI (Entrepreneur Program) by IE Business School.

Nowadays, he is member of Board of Directors at *Nuubo* and *Asana Weartech*, wearable 3D Posture Trainer company, as well as Agustín is a Panel of expert's Judge of the *Innovators Under 35*, **MIT Technology Review**, the leading community of innovators, pioneers and social changemakers, Associate Member of the *Wearable Biomedical Sensors and Systems (WBSS) Committee*, **IEEE Engineering in Medicine and Biology Society**, and is also a startups innovation Advisor and Mentor at **Madrid-MIT M+Visión Consortium**, a multi-institutional venture in biomedical technology innovation.

Responsibilities and milestones: Nuubo's company formation, team building (35+ people), management team recruitment, formation of Medical-Scientific Advisory Committee (including KOL), proof of concept planning, concept development, invention disclosure (7 issued international patents and 31 pending patent application), strategic planning, establishing core processes, clinical/regulatory strategies and market positioning for the Nuubo's product and technology, development of comprehensive business plans including business models, product and marketing requirements, sales support (\$1M product sales value), general management interim and transition to senior CEO.

Publications & Conferences

- 1st Cardiovascular Mobile Health Conference. "Nuubo Wearable Medical Technologies: from smart textile sensor to intelligent diagnosis decision". *Tabarz, Germany. September 2015*
- 2nd Wearable Technology and Internet-of-Things Conference. "Medical Wearable Technologies". *ICEMD-ESIC, Madrid, Spain. June 2015*
- Msc. in Biomedical Engineering. Annual Workshop. *Polytechnic University of Valencia (UPV) and University of Valencia (UV), Spain. From 2010 to 2015*
- Health, Sports and Nutrition Conference. Opportunities for start-ups. "Nuubo Company as example". *Globalis Foundation. Valencia, Spain. October 2014*
- I Doctoral Workshop in applications and transfer of the computational intelligence: Machine Learning. "La textrónica, nuevo paradigma en el desarrollo de soluciones e-Health". *CITIUS - Universidad de Santiago de Compostela (USC), Spain. September 2011*
- O. Fabregat, A. Muñoz, G. Adell, P. García, A. Cubillos, B. Bochar, N. Chacón, **A. Macià**, L. Fácila, S. Morell Cabedo. "Nuevo dispositivo de monitorización electrocardiográfica inalámbrica para cribado de cardiopatías en futbolistas de élite: estudio comparativo con ergometría". *SEC 2014, Poster. October 2014*
- O. Fabregat-Andres, A. Munoz-Machoa, G. Adell-Beltranb, X. Ibañez-Català, **A. Macià**, L. Facila. "Evaluation of a New Shirt-Based Electrocardiogram Device for Cardiac Screening in Soccer Players: Comparative Study with Treadmill Ergospirometry". *Cardiol. Res. 333w. July 2014*
- L. Perez de Isla, V. Lennie, M. Quezada, J. Guinea, C. Arce, P. Abad, A. Saltijeral, N. Campos, J. Crespo, B. González, **A. Maciá**, J. Zamorano. "New generation dynamic, wireless and remote cardiac monitorization platform: A feasibility study". *Int. J. Cardiol. November 2011*
- S. Alemany, E. Medina, B. Nácher, J. González, S. Gil, D. Llorca, **A. Maciá**, I. Gil. "Nuubo, la camiseta con corazón". *Revista de Biomecánica IBV, n.56. June 2011*

Key Patents

- PCT/EP2011/070296 "Sensor for acquiring physiological signals"
- PCT/EP2012/056573 "Fabric for acquiring physiological signals"
- PCT/EP2013/063861 "Electronic textile assembly"
- EP2679107 "Electronic textile assembly"
- US13/931666 "Sensors"
- US62/192504 "System and methods for adaptive noise quantification in dynamic biosignal analysis"

Relevant European and Spanish R&D funded projects (€32M+)

Participated and coordinated the following R&D projects (*requested contribution of €4.9M+ total amount*)

- **CDTI NEOTEC1-IDI-20080151** (€500K/€350K, 2007-09)
Wireless biomonitoring platform based on electronic-textile sensors
- **TSI-020302-2008-57 AVANZA PLAN-2009 "LOBIN"** (€1.5M/€187K, 2008-09)
Project based on hospital wireless monitoring platform using *Zig-Bee™* wireless technology and an e-textile sensor
- **CDTI NEOTEC2-IDI-20110234** (€0.9M/€262K, 2010-11)
Intelligent remote diagnosis platform for cardiac pathologies based on expert system
- **TSI-020100-2011-354 AVANZA PLAN-2011 "Si4TE"** (€600K/€312K, 2011-13)
This project targets the generation of electrical energy from the human body emitted heat and based on electronic-textile wearable (*energy-harvesting*).
- **IPT-2011-0824-900000 INNPACTO-2011 "INTEGNEO"** (€1.5M/€700K, 2011-13)
That targets the monitoring of neonates in order to prevent cardiac diseases and sepsis diagnostic based on HRV innovative algorithms and wireless wearable e-textile garments.
- **ARTEMIS JU-2011-269334 "ASTUTE"** (€13.7M/€303K, 2011-14)
That targets the monitoring of people in environments that may involve some risks (stress), such as driving, pilots operating aircrafts and other environments.
- **TSI-020605-2012-30 AVANZA PLAN-2012 "eVPT"** (€1.6M/€346K, 2012-14)
The project envisions an innovative *e-Virtual Personal Trainer* and targets the development of web 3.0 ecosystem based on a wrist sensor device, mobile apps and other wearable biosensors in order to link health/wellness through intelligent personalized physical activity and nutrition programs.
- **FP7-2013-NMP-ICT-FOF (RTD) "EASY-IMP"** (€6.2M/€200K, 2013-16)
A collaborative development of intelligent wearable meta-products in the cloud. The goal of EASY-IMP project is to develop new methodologies, tools and ready-to-use components for designing and producing intelligent wearable products as Meta-Products. Nuubo is focused on Medical Pilot (Cardiac Rehabilitation)

Honors & Awards

- I The Best "Start-up" of Spain Award Winner. *Actualidad Económica. Madrid (Spain), 2014*
- IDEA Silver Winner, Medical & Scientific Products. *IDSA Awards, Boston (US), 2012*
- Emprendedor XXI Finalist. *La Caixa, Madrid (Spain), 2009*
- Eurecan European Venture Contest Winner Public Award & Finalist. *CAN Awards, Pamplona (Spain), 2008*
- BanerPyme-Orange VII Edition Finalist. *IE Business School, Madrid (Spain), 2008*
- European Young Entrepreneur Finalist. *CEAJE/ SECOT, Brussels (Belgium), 1998*
- Young Entrepreneur of Madrid Winner. *AJE/ Comunidad de Madrid, Madrid (Spain), 1997*