

EXECUTIVE CV

Oscar Eligio Ortiz Rodríguez

Founder · Project Architect



MADRID · SPAIN

EXECUTIVE PROFILE

Entrepreneur and executive with a background in business leadership, international trade, operations and negotiation. Founder of businesses in Spain and Estonia, active across Europe, Latin America and the Caribbean. At SAMANTHA, he connects product vision, AI governance and commercial strategy while preserving human authority.

LEADERSHIP EXPERIENCE

SAMANTHA

Founder · Project Architect

2026 - Present · Madrid / International

- Defines product vision, business architecture and the governance model for an enterprise AI platform.
- Leads positioning, technology partnerships and preparation of B2B pilots.
- Coordinates master documentation, quality criteria and product continuity.

HOSANNA BROKERAGE, S.L.

Founder · CEO · Sole Director

2020 - Present · Madrid

- Leads strategy, business development, food import and distribution.
- Negotiates with producers and operators; coordinates sourcing, costs, logistics, documentation and B2B partnerships.

HOSANNA GLOBAL TRADING & LOGISTICS OÜ

Founder · CEO · Board Member

2023 - Present · Tallinn / International

- Develops international brokerage, trade and logistics solutions between Europe and the Caribbean.
- Assesses proposals, costs, margins, contractual terms and risks; represents the company in strategic negotiations.

Judgment, vision and execution.

BUSINESS LEADERSHIP · PRODUCT · PARTNERSHIPS

LEADERSHIP FOCUS

Strategy and commercial

General management and growth. B2B business development, negotiation, partnerships and international expansion.

Operations and supply chain

Imports and exports, ocean and road freight, customs, documentation, warehousing and distribution.

AI, product and governance

Product vision, agent orchestration, governance, traceability, documentation and continuity.

Finance and risk

Cost and margin structures, feasibility analysis, contract management and risk assessment.

SELECTED EXPERIENCE AND DEVELOPMENT

2010 - 2012

Pueblo Viejo Dominicana Corporation

Coordination, analysis and contractual work on a large industrial project.

2013

RepSap Internacional

Training in taxes, duties, levies and applicable legislation.

2010

Publication: “El Bloqueo Económico”

Article in Revista Gedusovi on shared responsibility and the economic context.

LEADERSHIP PRINCIPLES

Reputation, clarity, continuity, responsibility and judgment. Explainable decisions, commercial and operational discipline, and lasting business relationships.

LANGUAGES

Spanish · Native
English · Bilingual

DIGITAL ENVIRONMENT

Microsoft 365 · SharePoint · CRM · cost analysis · executive presentations · applied business AI · agent governance · documentation architecture.

Founder profile

samanthaos.es/founder

Professional references available on request.