

Phygitalks



DIGITAL TRANSFORMATION

People, the immune system of the organization.

**ELIZABETH
MELO**

Calm leadership that redefines
coherence

MIAMI

Where the sun speaks Spanish

That's just a Story

CHALLENGE

Communicating massively and impactfully the importance of prevention against the use of Bre-B and the risks of social engineering, connecting with people through awareness and action..

CONTEXT

We use traditional Colombian fables and stories to communicate security messages and best practices in a cultural and relatable way.

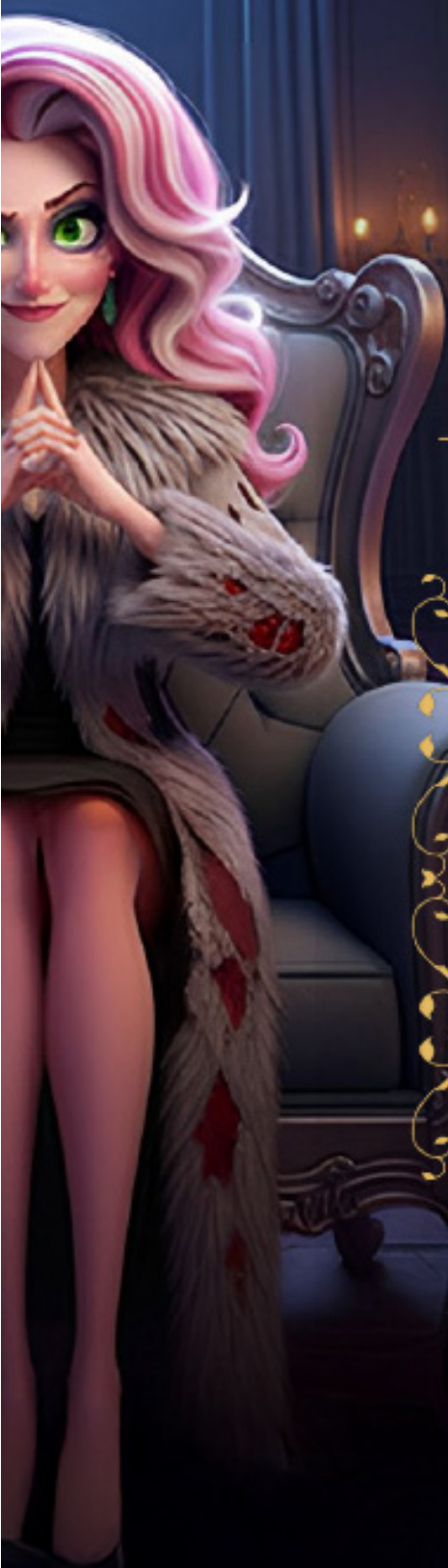
INSIGHT

We will establish a parallel between the #EsoEsPuroCuento campaign and the narrative of fables and stories, using their morals to transmit our messages clearly and effectively.

Solution implemented with AI



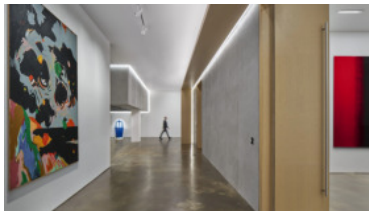
crédito
Principal Aliado en SEGURIDAD



Content

05

Editorial letter



07

The Digital Guardian

13

Artificial Intelligence:
the most human
reflection of technology

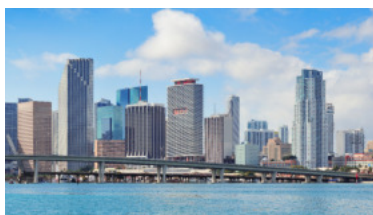


19

Elizabeth Melo
Calm leadership that
redefines consistency

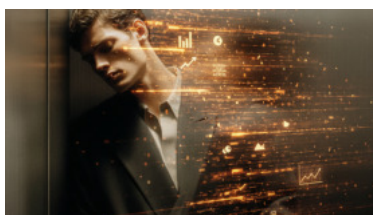
27

Miami: Where the
sun speaks Spanish



33

The five components
of digital
transformation



37

Marketing for everyone:
The common language of
digital transformation

Editorial team

Juan Fernando Botero
General Management

Óscar Parra Cortés
General Editor

Equipo de redacción:
Olga Lucía Arciniegas
Óscar Parra Cortés
Leonardo Daza
Johny Benavidez
Carolina Castillo
Juan Fernando Botero

Lina Merchán Jimenez
Design

Edgar León
Photograph

Photography services
Google, Getty, AI,
Freepik, Uovo.art, Greater, Miami y
Miami Beach

Inmov Global Network

Jaime Torres
President of Inmov Global
Network

Carlos Sigua
Creative Director

Juan Fernando Botero
COO Inmov Global Network

Óscar Parra Cortés
Marketing Director
oparra-ct@inmov.com

Angela Cifuentes
Director of Business
Development

20 25



PHYGI talks



I N M O V

Global Network



Press play on the new episode:
Digital Transformation

LETTER

Editorial

In my more than 25 years leading projects, I haven't encountered a more challenging activity than digital transformation. I've worked in sectors such as finance, tourism, non-profits, logistics, and marketing, and by far, designing, launching, and stabilizing a digital transformation project surpasses everything else in effort and complexity. The best way to explain it is with a familiar image: think of a printer. The dreaded printer that never installs the driver, runs out of ink just when you need it, disconnects for no reason, and jams the paper. Now multiply that by 1,000.

That's a digital transformation project. Inmov Global Network was born doing events. For 25 years, we've executed highly complex activations. And, no matter how simple or difficult an event is, there's one rule that never fails: the event goes ahead, come what may. When we made the leap to digital transformation, we were hit with a reality that, at first, seemed incomprehensible: the extremely high dropout rate. The reasons are many. Even understanding how critical technology is for operating and competing, many organizations begin these processes with the tacit certainty that they won't see them through to the end.

Our position is clear: Digital transformation isn't just important; it's critical, even existential. That's why we've applied the resilience we learned at events to the digital realm: it's a must-do. Today, after 10 years of supporting clients, we're proud to say we've delivered 100% of the projects we've taken on. To help you overcome the "trauma" of digital transformation, we're sharing three practical lessons:

Sponsorship at the highest level.

These projects shift processes, budgets, and culture across multiple departments. If the sponsor isn't at least at the CFO/COO level (or equivalent), the project will die in the day-to-day operations. Start simple, then add complexity later.

Almost all companies carry technological debt.

When the snowball effect becomes unmanageable, the common reaction is to propose "the big transformation": ambitious, slow, and fragile. Our advice: choose the most urgent need, solve it with a focused project that turns that weakness into a strength. Deliver, learn, and repeat. Each iteration will encounter less resistance. Measurable success and a clear narrative. Define what success looks like (business KPIs, not just technical ones), communicate progress regularly, and ensure ownership in the areas that will operate the solution.

Technical solutions without adoption are inventory, not transformation.

Enjoy this edition of Phygitalks. In the following pages, you'll find stories, inspiration, and actionable advice.



Juan Fernando Botero

COO Inmov Global Network

Digital transformation is difficult, but not impossible. The promise of technology is real, but it's reserved for organizations with courage, commitment, and patience.



*Photo taken from the uovo.art website.

The Digital Guardian

When technology becomes the invisible pillar of trust in art

There are companies that transport objects, and there are companies that safeguard legacies. **UOVO Art** undoubtedly belongs to the latter category. Its name which means “egg” in Italian is itself a declaration of principles: a promise to protect with precision and respect that which is fragile, unique, and irreplaceable. Founded in New York in 2013, UOVO is not simply a storage facility; it is a trusted ecosystem designed for artists, museums, collectors, and galleries.

In their state of the art, climate-controlled spaces, art is not merely stored; it is preserved, studied, cataloged, and prepared to inspire. UOVO represents that precise point where high-precision logistics meets a profound passion for culture. They are the modern custodians of art. But what happens when the custodian's primary tool malfunctions? What happens when technology, designed to be an ally, becomes the weakest link?

The Cost of a Digital Failure for UOVO, trust isn't an abstract concept; it's a chain of flawless actions executed 24/7. Every piece of art that is transported, installed, or stored is a world unto itself, and their team of field specialists is the guardian of that world.

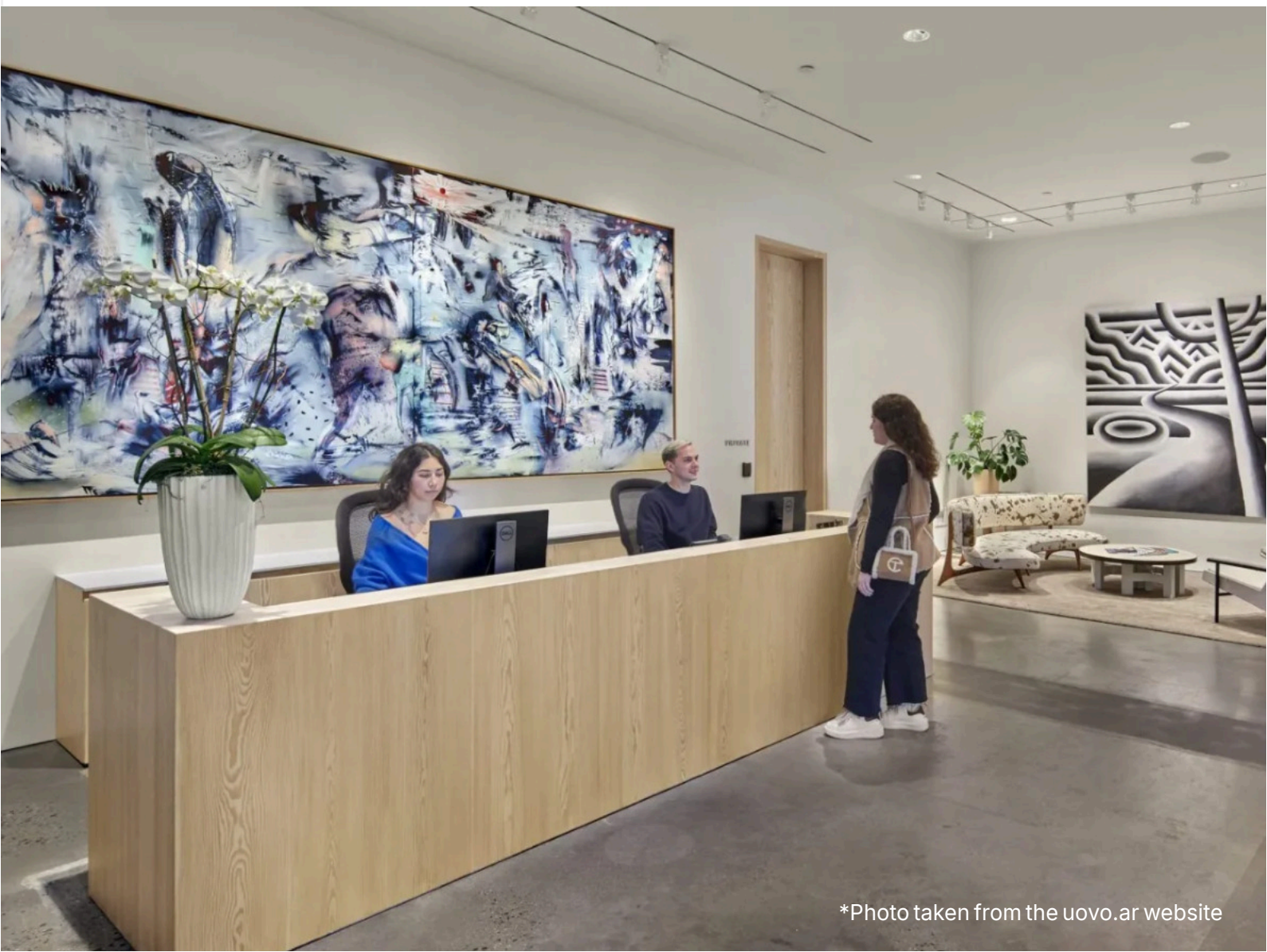
The problem was tangible and urgent. The mobile app this elite team used for their fieldwork was obsolete. The tool designed to capture vital information about each artwork photographic records of its condition, handling notes, its exact location simply wasn't up to the task. It was completely unresponsive, becoming a dead weight.

It couldn't handle the daily flow of information and failed at critical moments.

Imagine an art expert in a collector's private vault, trying to document a masterpiece, and their digital tool crashes.

Information wasn't traveling in real time to their central systems (their NetSuite ERP and FieldAware dispatch service). This created information gaps, broken workflows, delays, and, with them, the shadow of risk.

In the world of high-end art, a logistical or informational error isn't just a minor inconvenience. It's a crack in the promise of trust. UOVO's aspiration to be the perfect custodian was being hampered by technology that wasn't up to the task.



*Photo taken from the uovo.ar website



*Photo taken from the uovo.ar website

Designing Fluidity: The UOVO App is born

This is where Inmov comes in. The solution wasn't, obviously, to build a slightly faster app. The challenge was philosophical: How do you digitize trust? How do you build a tool as robust, delicate, and reliable as the works that UOVO protects? The project began with a long journey, from an initial Proof of Concept (POC) to a Minimum Viable Product (MVP) that was the result of an in-depth design thinking process and technical analysis. The Inmov team immersed themselves in the daily work of UOVO's technicians to understand their real "journey." The key insight was that technology, in this context, must be invisible. It shouldn't be the protagonist, but rather the silent bridge that ensures everything flows smoothly.

This is how the UOVO App was born, a native mobile solution (iOS and Android) designed not only to collect data but also to build trust. The solution offers a seamless experience.

Today, field technicians capture notes, photos, videos, and customized reports in an intuitive interface that works online or offline. The moment information is captured, it embarks on a secure journey. A robust backend, designed by Inmov, acts as a universal translator and a secure bridge between the app, the ERP (NetSuite), and the dispatch system (Fieldaware). Information now travels bidirectionally and in real time. The account manager in the office sees exactly what the technician sees in the field. The central system knows the location of every component. The three systems, once disconnected islands, now communicate seamlessly.

The Art of the Invisible: Humanizing Technology

What guided the project was not the technology itself, but its purpose. Art is a fundamentally human expression; its care requires delicacy, experience, and a human touch. The technology that supports it must share that philosophy. This vision resonates directly with Inmov's DNA: "Humanizing technology, elevating creativity. They are at the service of emotion, meaning, and significance. It's not about technology replacing humanity, but rather enhancing it."

In the case of UOVO, technology didn't replace the expertise of the art custodian; it freed it from digital friction. It allowed the specialist to focus on the artwork in front of them, not on the screen of an unresponsive device. This balance between design, ease of use, and technical complexity was key.

"Innovating with purpose, connecting with meaning," the agency adds. "Beyond metrics and volume, **INMOV's** promise is to create authentic connections: brands that not only communicate, but also accompany." In this case, accompanying the technician in his delicate work.

Robustness as a Metric of Success

In some industries, success is measured in applause or clicks. In the world of high-end art custody, success is the absence of drama. It's the calm of an operation that, day after day, simply runs flawlessly.

The impact of the UOVO App is measured in trust. The client describes it with words that are the goal of any development team: "It's an app that doesn't crash." "It's intuitive and easy to use." "It's very robust."





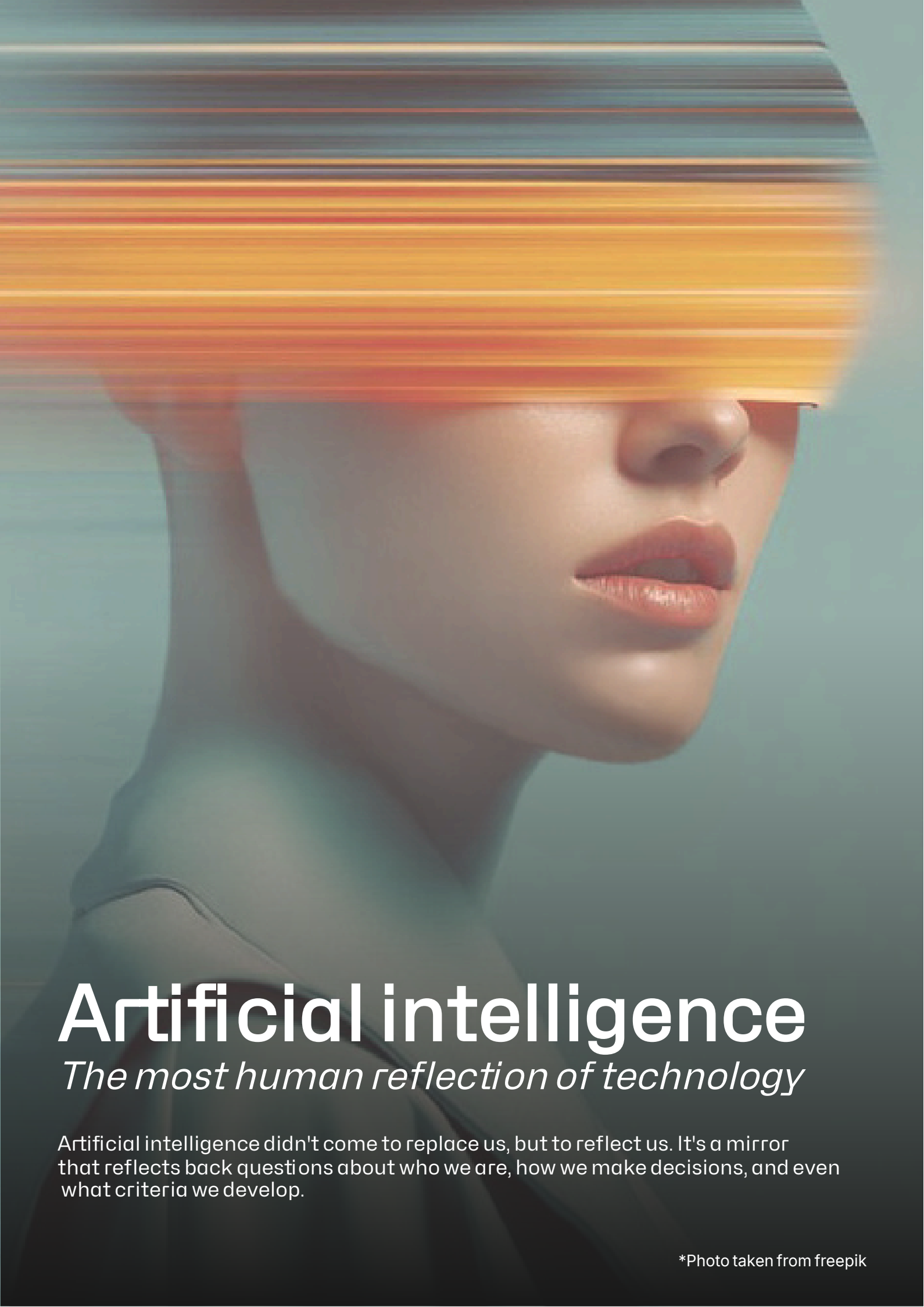


That "robustness" isn't just a feeling; it's backed by numbers. The UOVO App was originally designed to support an operation with 40 users. Today, it's the digital heart of operations for over 250 field specialists. It has managed over 500% growth in its user base without slowdowns, interruptions, or failures. The architecture designed by Inmov proved to be not only stable but, crucially, scalable.

The application has grown technically alongside UOVO, improving its technologies and supporting ever-increasing workloads, becoming a vital part of the client's core business. But the true innovation, and the human metric of success, lies in proactivity. The solution isn't just the app; it's the support and monitoring system that surrounds it. The Inmov team doesn't wait for a support call. Their system actively monitors the health of the digital ecosystem, ensuring that SLAs (Service Level Agreements) are proactively met. This is proactivity made code.

In a world of fragile objects, trust is the most valuable asset. UOVO, the "egg," is dedicated to protecting irreplaceable treasures. Through the UOVO App, they simply built the digital shell, the invisible guardian that allows them to scale their promise of trust without limits.

Jonhy Benavides
CTO Inmov



Artificial intelligence

The most human reflection of technology

Artificial intelligence didn't come to replace us, but to reflect us. It's a mirror that reflects back questions about who we are, how we make decisions, and even what criteria we develop.

*Photo taken from freepik

Artificial intelligence didn't come to replace us, but to reflect us. It is a mirror that brings back questions about who we are, how we decide, and what criteria we develop. Every algorithm that learns and every model that predicts is built in the image of our choices, biases, and aspirations. That's why, rather than fearing it, we should look at it directly and ask ourselves: what part of us do we want it to learn from?

For decades, business discourse focused on efficiency: producing more, spending less, and scaling faster. But that narrative is no longer enough. Digital transformation isn't about digitizing what already exists; it's about reinventing it with purpose. Artificial intelligence is the catalyst for that reinvention—not because it automates tasks, but because it forces us to redefine the value of human work. It challenges us to understand that intelligence, whether human or artificial, only matters if it improves people's lives.

Companies that understand this don't see AI as a threat, but as an extension of their collective intelligence. They adopt it with curiosity, not fear. They know that automating doesn't mean losing control, but freeing mental space to think better. That AI doesn't replace a leader's empathy or a strategist's intuition—but it can amplify both: listening better, anticipating better, to make better decisions. This is why applied technology is transforming the way we design, lead, and serve.

It doesn't replace the designer's creativity, but it can reveal paths they never would have imagined..

It doesn't replace the CEO's vision, but it can help them make more informed decisions. It doesn't replace the strategist's intuition, but it allows them to understand their audience with unprecedented precision. In other words, AI doesn't dehumanize companies; it reveals them. It shows them what truly drives them, what they value, and what they fear.

Real digital transformation begins when data stops being numbers and becomes strategy. Artificial intelligence can process millions of variables in seconds, but only humans can give them meaning. An algorithm can detect purchasing patterns, but only an empathetic mind can translate them into experiences that generate real value.

In that balance between the ability to calculate and the ability to feel, the most powerful synergy of the 21st century is born. Technology does the heavy work; people do the deep work. And in a world where automation promises speed, purpose is what keeps the course steady. Because without purpose, every transformation is just digital noise.

The companies leading this era—from agile startups to major corporations—share something in common: they understand that AI is not an isolated tool, but a cultural principle. It's not about having more data, but about having better questions. Not about programming smarter machines, but about building more aware teams.

Every technological revolution awakens the same fears: how much control are we willing to give up?

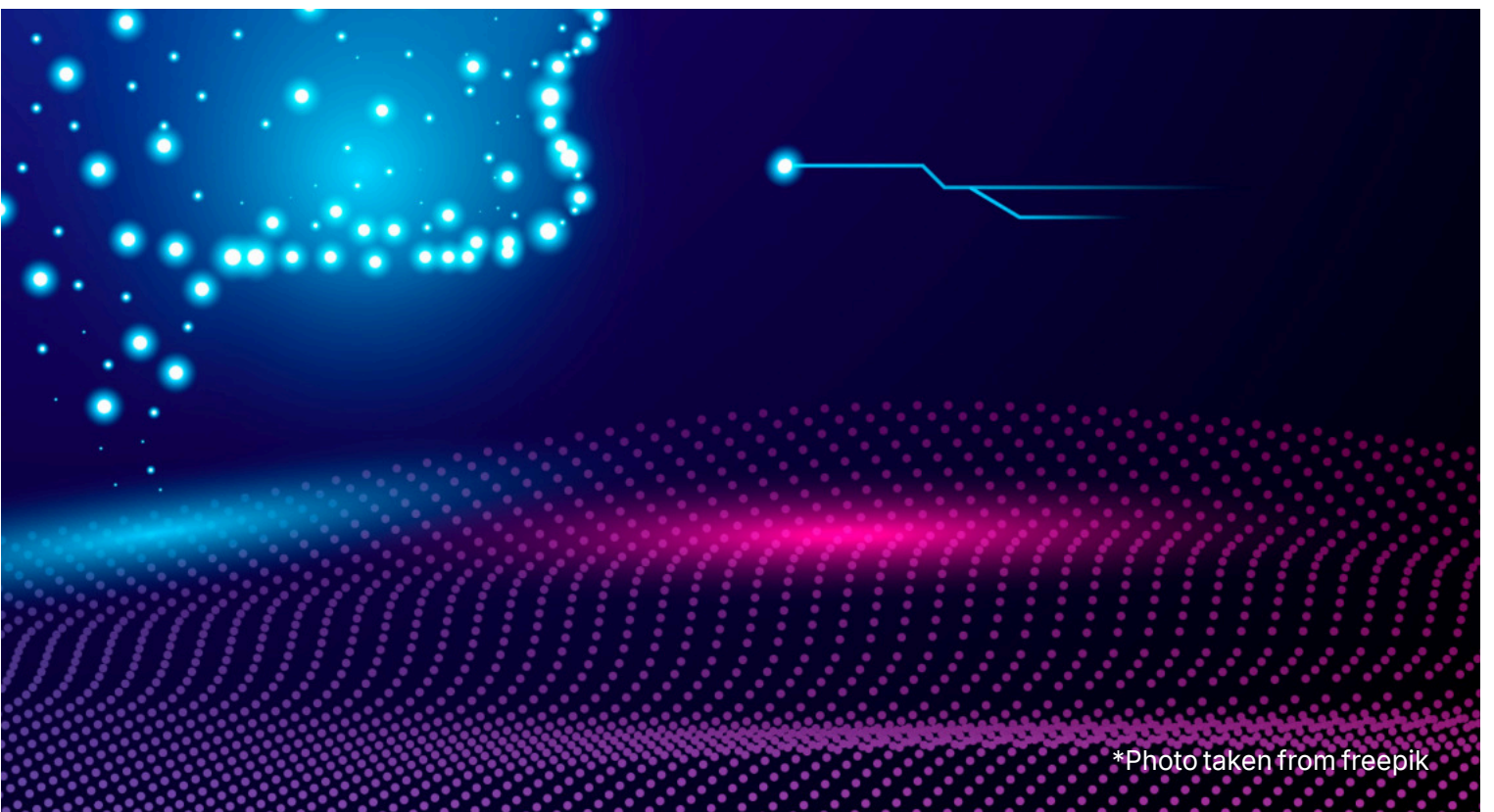


To what extent do we let machines decide for us? But perhaps the question should be reversed: how much control do we gain when we let AI do what it does best?

Automation isn't about giving up; it's about prioritizing. It's about recognizing that there are tasks technology can perform more accurately, while we focus on thinking, creating, and connecting. Artificial intelligence isn't a threat to our autonomy, but an opportunity to expand it. The challenge isn't dominating it, but governing it meaningfully. It's about designing systems that respond to values, not just metrics. It's about building algorithms that learn from the best aspects of our humanity. Because the real danger isn't that AI will think for us, but that we'll stop thinking critically about it. There's something profoundly human in the desire to create

something smarter than ourselves. But in that endeavor, we must ensure that AI doesn't think for us, but rather... that we stop thinking critically about it. There is something profoundly human in the desire to create something smarter than ourselves. But in that attempt, AI has taught us a lesson: that the most valuable thing is not the ability to calculate, but the ability to feel. Empathy, intuition, and doubt are traits that no machine has been able to replicate. And although AI can write poems, design products, or predict behaviors, it still doesn't know what it feels like to hear a song that gives you goosebumps or make a decision purely on instinct.

That is where our role lies: the emotional awareness of the technology we create. If AI can analyze millions of data points, we must ensure that that data is used ethically. If AI can make faster decisions, we must decide which decisions are worth making.



*Photo taken from freepik

If AI can learn from history, we must prevent it from repeating its mistakes.

Artificial intelligence will not be remembered for its computing power, but for the ethics of those who used it.

Every business decision based on AI leaves a mark: economic, social, and emotional. The companies of the future will not compete solely for having the best predictive models, but for having the best intentions behind them.

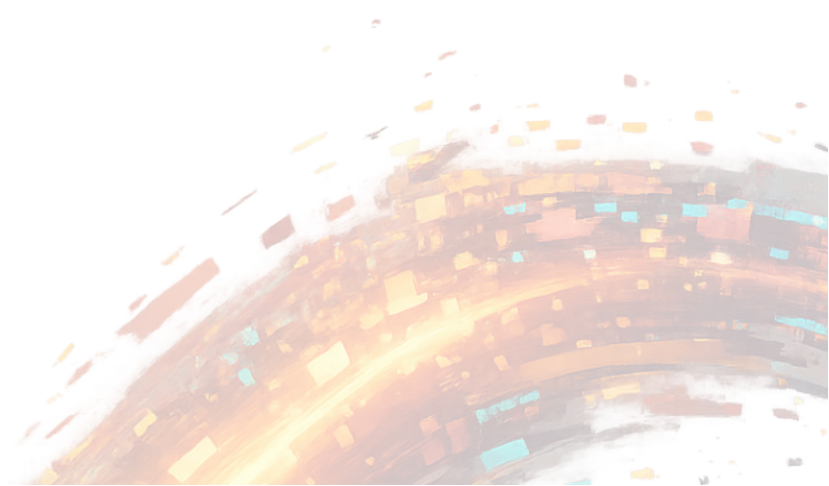
Digital transformation is not about machines thinking like us, but about us learning to think better thanks to them. Artificial intelligence is not the end of humanity, but a new opportunity to understand ourselves. Using it purposefully is our responsibility; understanding it with empathy, our challenge; and combining it with creativity, our legacy.

AI has no dreams. It feels no pride. It doesn't tremble before an important decision.

But we are. And that changes everything. Because artificial intelligence isn't here to steal our jobs: it's here to teach us how to work better. To remind us that what matters most isn't speed, or precision, or even knowledge. It's intention. And that, for now, remains exclusively human.

Por: Oscar Parra

Global Marketing Director, Associate, Inmov





iniciativa por los
JÓVENES

10° ENCUENTRO
JÓVENES
DE LA ALIANZA DEL PACÍFICO

CONTEXT

It is a global program by Nestlé that promotes youth employability, entrepreneurship, and self-learning, to facilitate their entry into the labor market.

CHALLENGE

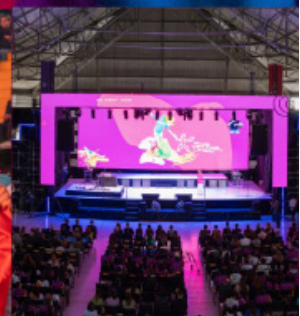
To turn the 10th Youth Encounter into an event that inspires, mobilizes, and celebrates a decade, offering real opportunities for the region's youth.

EXECUTION

We created a vibrant and agile experience, where the focus was on providing them with strong tools for entering the job market, with messages that inspired them to believe in themselves and commit to fulfilling their dreams with clear purpose. The event was inclusive and adapted for our entire delegation with hearing impairment. C>(*8)1"#1%)%*)A"/")A0%)

+1.500

Attendees



DE
ES
ICO

Creadores
del
cambio
2025

Delegations of



6 Countries



A delegation with hearing disabilities

5



Influencers!



@robegrill



@francisco.ackermann



@alessandra_yupanqui



@juandam_



@amaliaandrade_

Show Close

JULIANA



A portrait of Elizabeth Melo, a woman with long, wavy, light brown hair, wearing a dark blue blazer over a light-colored blouse. She is resting her chin on her hand, which is adorned with a large, ornate gold ring. She is looking directly at the camera with a slight smile. The background is a blurred indoor setting with green plants and architectural elements.

ELIZABETH MELO

Calm leadership that redefines consistency. At the epicenter where ethics, technology, and the power of persuasion converge, there is a figure who has borne the weight of an industry's transformation with unusual elegance and unwavering conviction. She is Elizabeth Melo, the executive president of ANDA (National Association of Advertisers), whose profile is a fascinating blend of the Caribbean warmth of her native Barranquilla and the strategic discipline forged over more than thirty years in the vibrant city of Bogotá.

Elizabeth Melo perfectly embodies the woman who not only occupies a position of power, but uses it as a platform for service and transcendence. Her story is not one of a fleeting rise, but rather the steady and steady development of a leader whose guiding principle is consistency, a value that, she insists, "is non-negotiable."

At the epicenter where ethics, technology, and the power of persuasion converge, there is a figure who has borne the weight of an industry's transformation with unusual elegance and unwavering conviction. She is Elizabeth Melo, the executive president of ANDA (National Association of Advertisers), whose profile is a fascinating blend of the Caribbean warmth of her native Barranquilla and the strategic discipline forged over more than thirty years in the vibrant city of Bogotá. Elizabeth Melo perfectly embodies the woman who not only occupies a position of power, but uses it as a platform for service and transcendence. Her story is not one of a meteoric rise, but rather the steady and steady development of a leader whose guiding principle is consistency, a value she insists is "non-negotiable." She understood that private enterprise, like institutions, bears an immense responsibility in building trust and generating value. Today, at ANDA, that purpose is expressed in a strategy that integrates ethics, sustainability, and a vision for the future to foster a more responsible and, in her words, "more humane" industry.

Elizabeth Melo wakes up every morning with the certainty that her role allows her to contribute to making advertising and marketing engines of progress for the country. The leadership she practices is a direct reflection of her parents' teachings: it's not imposed, but built through example and consistency. It's a leadership of active listening, consensus-building, and sustainable results. For her, the concept of "arriving" isn't a destination, but rather confirmation that the journey is meaningful and opens doors to an even greater positive impact.





If she could look at her younger self, she would advise her to trust her intuition more and embrace moments of uncertainty, as these are what have helped her grow the most. Experience has taught her that true success is not measured by speed, but by the unwavering clarity of purpose. The greatest challenge she has overcome in her career has been leading an industry facing simultaneous technological, social, and cultural transformations. Her challenge has been maintaining the essence and credibility of the sector amidst the chaos, something she learned can only be achieved by transforming crises into opportunities to strengthen institutional values and reaffirm the collective purpose.

His most recent achievements are milestones in this philosophy. The one he is most proud of is the creation of the Responsible Commercial Communication Footprint, a pioneering initiative and regional benchmark born from the need to measure the adoption of best practices in the industry. This project not only earned him the prestigious President's Award from the World Federation of Advertisers (WFA) in 2021, but also allows companies to obtain certification from Autocontrol Colombia, sealing their commitment to transparency. But his legacy doesn't stop there. ANDA's Best Practice Guides have become his main impact tool. From the pioneering Guide for the proper

From gender representation in commercial communication (2019), which sparked essential conversations about equity and the elimination of stereotypes, to crucial documents such as the Advertiser-Agency Relationship Guide, or the Guide for Responsible Commercial Communication through Influencers, which has become a legal and ethical reference and even served as the basis for the official guide of the Superintendency of Industry and Commerce (SIC). Elizabeth's vision for the future materialized with the Guide for the Use of Artificial Intelligence in Commercial Communication, a pioneering document in Latin America that promotes innovation with ethics and responsibility, supporting companies in what she defines as a Digital Transformation that is not only technological, but a change.

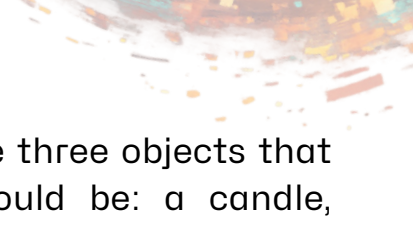
A profound cultural understanding that demands unlearning, relearning, and constant evolution.” These tools reflect the essence of her leadership: promoting self-regulation as a pillar of trust, raising quality and responsibility in Colombia, and consolidating the country as a regional leader.

Away from the spotlight, Elizabeth Melo is a woman of delightful contrasts. She lives between Caribbean energy and Bogota discipline, a duality that nourishes her. In the privacy of her home, she is a calm and deeply domestic person.

She enjoys the art of making her home a place of well-being, attending to the small details, conversing without haste, or watching movies with her husband.







These are the moments that allow her to recharge and maintain her balance. Her family, her husband, her two grown children, her parents, her sisters, and, of course, her dog are her greatest source of inspiration and strength. The most important value she seeks to instill is gratitude, convinced that thankfulness is the starting point for a fulfilling life, from which respect and responsibility spring. Her greatest personal pride is not a professional achievement, but seeing her children grow into "good human beings, conscious, compassionate, and grateful for life." Her non-negotiable values are consistency and ethics, principles she defends as the only foundation for building credibility. Golf is her best-kept secret, her hobby or passion that allows her to disconnect and, at the same time, reconnect with herself, finding calm in silence and nature. Her personal style is as firm as her leadership: classic and understated. Although she admires trends, she chooses timeless pieces that convey an understated elegance, because her style, like her life, must reflect consistency.

More than a specific place in the world, she feels pleased near the sea, an environment that reconnects her to her roots in Barranquilla and brings her peace and serenity. For Elizabeth, well-being lies in small habits: relaxation massages, frequent walks, and above all, gratitude each day. She believes that true well-being resides in emotional serenity and enjoyment. fully embracing each moment, pursuing processes that generate a positive impact.

If she had to choose three objects that define her, they would be: a candle, symbolizing serenity, inner light, and clarity; a camera, to capture the moments that become memories, reminding her of the importance of appreciating the everyday; and her wedding ring, the unwavering symbol of her family commitment, the center and driving force behind everything she does. In her cultural tastes, we find the profound sensitivity that defines her:

The Diary of Anne Frank moves her with its revelation of human dignity; the film The King's Speech inspires her with its message of leadership and authenticity; and in gastronomy, nothing transports her more than the cuisine of the Colombian Caribbean. Looking to the future, Elizabeth Melo is not seeking a position, but rather a space for transcendence. She aspires to maintain health, serenity, and gratitude, believing that inner peace and purpose are, in themselves, the greatest achievements. In five years, she sees herself actively contributing to society and future generations, sharing what she has learned and mentoring them. Her major project is to continue promoting the participation of more women in leadership positions, a change that, for her, unleashes a transformative power of diverse and empathetic perspectives in decision-making spaces.

She is also motivated by social impact projects that inspire young people to believe in their potential. Her desired legacy is to be remembered as the first woman to preside over a trade association, which.

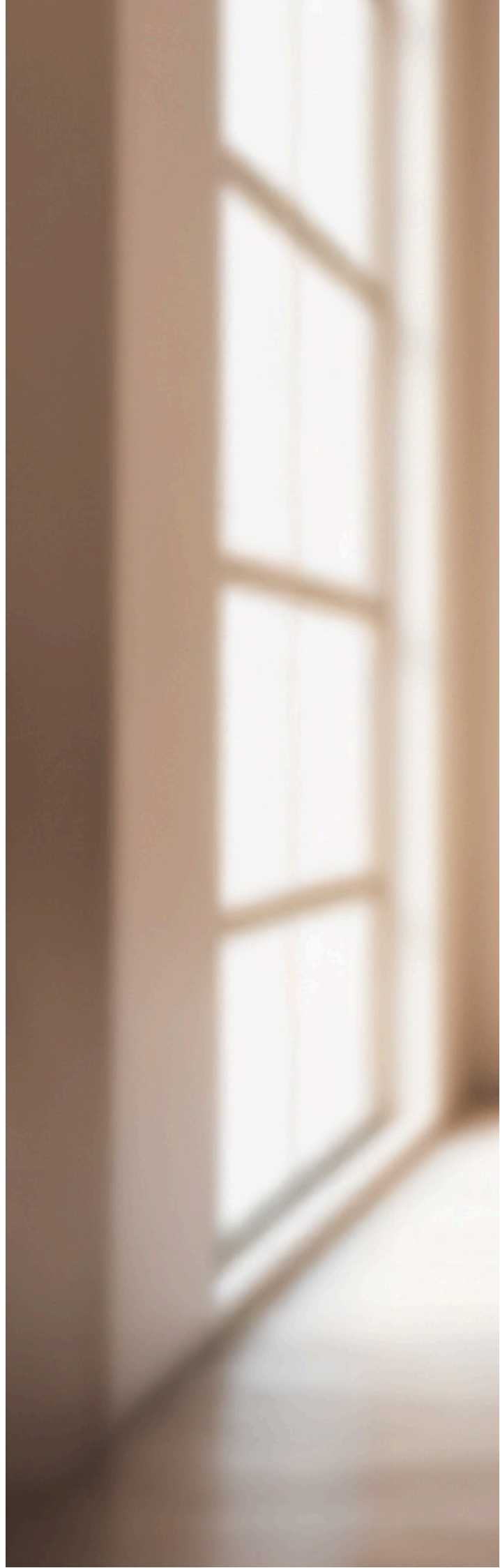
She dedicated her efforts to training and collective building to strengthen an entire industry. But her ultimate premise is the most powerful and personal: what matters is not "appearing" to be, but being: having integrity, consistency, fidelity to principles, and acting with conviction. Elizabeth Melo leaves us with the certainty that authentic leadership, built on coherence and a profound sense of humanity, is the true force shaping the future of communication.

Design Capsules:

Behind the figure of Elizabeth Melo, the executive president of ANDA (National Association of Advertisers), is a leader who has redefined the meaning of coherence and commitment in the Colombian communications industry. With a career marked by a vocation for service to society and the conviction that institutions and companies have an enormous social responsibility, her leadership is built on pillars of ethics, sustainability, and strategic vision.

His premise is that what matters is not "seeming" to be, but being: honest, consistent, true to principles, and acting with conviction.

By: Carolina Castillo







MIAMI, where the sun speaks Spanish

Traveling to the United States often comes with a little fear: what if I don't understand a thing? But in Miami, that fear stays put, tucked away next to your most formal suit. Because here, when you finally have your English phrase ready on the tip of your tongue... the first thing they say is: "Hello!" And then you put your English away, smile, and feel right at home.



*Photo taken from the official website of Greater Miami and Miami Beach

Miami is a city where Spanish is cooked, danced, sold in the corner store, and shouted with excitement when your team wins. A Latin city with palm trees that touch the sky and a sun that seems to have signed an exclusivity contract with Florida. Cubans, Venezuelans, Colombians, Argentinians, Dominicans, Nicaraguans... all come here and feel like they belong. Miami isn't just a city: it's an extension of the Latin heart, with a view of the sea. Sometimes we want to travel for a change of scenery... but we also don't want to need subtitles to order a coffee. Miami is that: an international getaway where you feel like both a tourist and a local.

And if you get tired of the sea (which is unlikely), you're only four hours from Orlando. Because let's be honest: who doesn't want to say "hello" to Mickey Mouse every now and then?

Miami's must-sees

We don't come here for the basics. You come with the sun on your skin, but also with a desire to wander the streets, to experience it, to savor it.

South Beach: Soft sand, art deco buildings, and a level of glamour that makes you walk a little straighter.

Little Havana: Calle Ocho is a permanent carnival, Cuban cafes, music in the streets, and dominoes played as if world peace were at stake.

Wynwood Walls: Giant murals vying for your attention.

Design District: Fashion, art, and cafes where the latte deserves a photoshoot.

Bayside Marketplace: Dine with an ocean view while watching the yachts go by...

Everglades (for the more adventurous): Real wetlands, wildlife, and a walk that feels like a NatGeo documentary experienced firsthand.

Eating in Miami is also part of the show

Here you might stumble across Chick-fil-A, Raising Cane's, and El Cafecito Cubano. But there are also arepas that taste like home, croquettes that soothe your sorrows, and dishes that proudly blend all of Latin America.

Why does Miami feel so much like ours?

Because language is a hug: it understands you, it goes with the flow. Because here, nobody is a foreigner: everyone comes from somewhere. Because there's sun to get a tan and plans to enjoy. Because you can combine beach + shopping + parks and come back refreshed. We'd say "it's like being at home," but with palm trees and turquoise water included.



*Photo taken from gettyimages



*Photo taken from the official website of Greater Miami and Miami Beach



Advice from someone who's already been through it

- Wear sunglasses: The sun here is relentless.
- Comfortable shoes: Wynwood will have you walking and posing for photos.
- Sunscreen: You'll need it.
- Mix up your days: a little bit of the beach, a little bit of the city, a little bit of adventure.
- Leave room in your suitcase: Miami always tempts you to buy something.

Miami is that cool friend who invites you out, welcomes you in your language, takes you to an amazing restaurant...and then says, "If you want, we can go see Mickey tomorrow." That's what this destination is like:

International, Latin, fun, family-friendly, and close by. Perfect for those who want to travel, get a tan, eat delicious food, and come back saying:



*Photo taken from gettyimages

**i have
to go back!**

By :Olga Lucía Arciniegas



The five components of digital transformation1

It begins with a simple scene: a neighborhood shop, a counter varnished with age, and an owner eyeing an Android phone with skepticism. The year is 2011. We brought a proposal that many considered absurd: an app for shopkeepers. "They won't use it," they said. But then the improbable happens: seven out of ten agree to install it. They don't even ask about the programming language.

They don't ask for the architecture diagram. They just want to know if it solves a real problem for them.

That small anomaly—a 70% adoption rate in Colombia, Costa Rica, and the Dominican Republic—is a clue. It teaches us that digital transformation doesn't begin with the cloud, but with people; not with the backend, but with incentives; not with the latest framework trend, but with problems that someone genuinely wants to solve.

There's a useful metaphor for what's coming: the printer. We've all experienced one: drivers that won't install, ink running out at the worst possible moment, and paper jams. Now multiply that frustration by a thousand, and you'll have a pretty accurate idea of a digital transformation project: a choreography of friction. And yet, some organizations succeed. Why? The answer, after seeing it dozens of times, boils down to five components.

1) People: the immune system of the organization

When a company announces a “new system,” productivity drops before it rises. It's not malice; it's social biology. People react like an immune system:

They detect change as a foreign body and attack it with antibodies of rumor, passive resistance, and operational nostalgia. The only way to overcome this fever is to design for real people: training with real-world scenarios, gradual changes, and early wins that offset the learning curve.

The interesting thing is that when users experience the benefits firsthand—fewer steps, fewer errors, less uncertainty—their immune system switches sides. It no longer fights against the new; it defends it.

2) Data: from dusty storage room to adoption engine

At Discovery, almost everyone swears they have “tons of data.” Then we open the archives and find duplicates, nulls, creative fonts, and impossible dates. A recent study estimates that two-thirds of data scientists' time is spent preparing data, not analyzing it. It's not laziness; it's paleontology.

The paradox is elegant: technology can survive with enough data, but it only flourishes with good data. When information is reliable, people trust the system; and when they trust, they adopt. Data is not an end in itself: it's the social lubricant of transformation.

3) Teamwork: the project is not yours

Projects that truly make a difference rarely stay within the technology sector. They draw on the expertise of operations, sales, finance, procurement, and legal. That's why sponsorship can't be merely symbolic; it must come from the top (CFO/COO or equivalent) with the authority to influence processes and budgets. Without that sponsor, the project bleeds out of resources on a daily basis. With it, the timeline ceases to be a matter of opinion, and silos begin to transform into bridges.

4) Code: write less to achieve more

The myth says that programming is difficult. The reality: the hard part is maintaining it. Code is born fragile, and its adolescence—bug fixing, stabilization, support—can last for years. The winning strategy is often counterintuitive: write the bare minimum, integrate existing systems, orchestrate what already works, use legacy systems as an engine, and focus the innovation on the interface and user experience. Less keyboard heroism; more overall design.

5) Progression: start simple, then become more complex

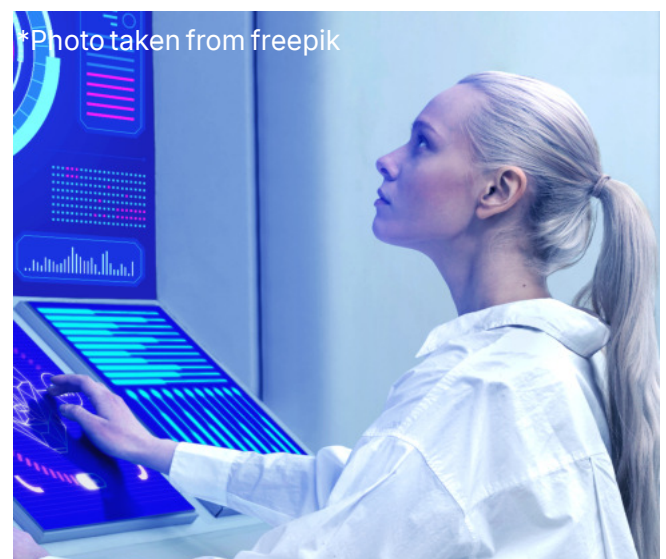
Technological debt grows silently until it becomes suffocating. Then someone proposes "the big project": ambitious, expensive, slow. It almost always fails. What does work is a different sequence: solve the most urgent problems, turn a weakness into a strength, deliver, and repeat.

Each delivery reduces resistance, and the organization learns a new reflex: "this is what makes us better." If you look at our story with the shopkeeper app, the intuition fits: it worked because solving problems won by a landslide over dazzling. Because people and data came first, and technology came to serve them. Transformation is not impossible;

It's costly in terms of coordination and psychologically delicate. It requires a sponsor willing to invest, reliable data, teams that communicate effectively, code that isn't unnecessarily duplicated, and a pace that allows the organization to build trust through small successes.

After many projects, the pattern repeats itself. There's anxiety, confusion, some anger. And, in the end, a gesture worth more than any metric: the users don't want to go back. Then you understand that the transformation, more than technological, was cultural: a printer that finally works, a warehouse that stopped gathering dust, and a team that learned—perhaps the most valuable lesson—that change is delivered against all odds, but it endures because people embrace it..

By: Juan F Botero
COO Inmov Global Network







Marketing for everyone:

The common language of digital transformation

In times where algorithms write headlines and dashboards seem to replace intuition, marketing remains the language that translates change. It is the voice that explains the technical in words that excite, that turns data into meaning and technology into purpose.

*Photo taken from freepik

Talking about digital transformation isn't just about software or automation; it's about people, evolving cultures, and companies learning to think with a 21st-century mindset. For years, the term became a catch-all label: any company with an app claimed to be transformed. But the real leap happens when technology stops being an accessory and becomes a driving force. That's when marketing, blending empathy, analysis, and creativity, acts as a universal translator between the human and the digital.

The challenge isn't technological, it's cultural.

Every organization that tries to transform itself faces a paradox: technology advances faster than people. A tool can be adopted in days; changing the way of thinking takes months or years. This is where marketing acts as a translator, connecting strategy with emotion, data with meaning.

Digital transformation isn't a destination, but an ongoing practice. Digitizing a process only modernizes it; transforming it involves rethinking the purpose, revenue models, structure, and customer relationships. And that doesn't happen on a server, but in the minds of those who decide, execute, and communicate.

From Data to Understanding

We live in an era where data is abundant, but understanding is scarce. Companies collect more information than ever, but few manage to turn it into decisions that generate real impact.

Modern marketing doesn't just observe metrics: it interprets them, deciphers patterns, and translates behaviors.

If technology is the hardware of transformation, marketing is its human interface. Marketing teams are interpreters of realities; they help understand what people value, how markets behave, and what environmental signals are driving change. This ability to interpret, to read the present with a forward-looking perspective, allows an organization not only to survive but to evolve.

True Digital Transformation

There's a phrase that sums up the heart of this process: "True digital transformation encompasses all those actions that not only digitize processes but also modify or create a new business model, moving people and resources into the new technological era." Transforming isn't about using more tools, but about redefining how the business operates.

Companies that have truly made the leap understand that moving resources is useless if mindsets aren't also transformed. They see technology as a catalyst for thinking differently: rethinking the value chain, customer experiences, and ways of working.

A transformed organization doesn't just automate; it reimagines how it generates impact. That's the difference between a digitized company and a truly transformed one.



*Photo taken from gettyimages

Artificial Intelligence: Between Fear and Productivity

Few technologies evoke as many conflicting emotions as artificial intelligence. For some, it's a threat; for others, the greatest evolutionary leap since electricity. Beyond the noise, AI has already changed how we work, learn, and create.

It has demonstrated its ability to accelerate processes, improve productivity, and free up time for strategic tasks. In marketing, it allows for surgically precise audience analysis, personalized experiences, and optimized campaigns that previously took weeks.

But its impact depends on who uses it. There are still sectors that resist its adoption, fearing a loss of control or human essence. This resistance is natural: every technological revolution faced skepticism before being understood.

Here, marketing once again plays a crucial role: demonstrating that AI does not replace judgment.

It doesn't just enhance the human element, but amplifies it; it doesn't suppress creativity, but rather empowers it; it doesn't automate for the sake of automation, but to free people to think, connect, and create.

Marketing as a Bridge Between Purpose and Technology

The most advanced companies in digital transformation are not those with the most systems, but those that best align technology and purpose. In this sense, marketing acts as a cultural compass: it keeps the human element within technology, gives meaning to metrics, and reminds us that behind every click there is a person.

Talking about digital transformation without talking about purpose is like designing a route without a map. Marketing translates technological capabilities into experiences that inspire and connect. This connection is measured in ROI, yes, but also in the trust built with each interaction.

An organization that communicates its transformation well also experiences it better. Communicating change isn't about selling it; it's about making it understandable, relatable, and shared.

The Invisible Challenges of Change

Every transformation generates friction. Teams face fear of failure, digital burnout, and the pressure of adapting to an environment that changes every quarter. From an operational perspective, this means redesigning processes, redefining workflows, and balancing efficiency with empathy.

It's not just about implementing tools; it's about creating the conditions for people to adopt them. Success depends less on the software and more on the culture that embraces it. Marketing plays a key role in giving meaning to change: it transforms innovations into shared stories and explains why the effort is worthwhile and where the new way of doing things is leading us. It's the emotional glue of transformation.

Behind every technology strategy lies an element that's impossible to program: emotion. Leading brands aren't those with the most data, but those that make technology feel human. That's the essence of contemporary marketing: empathy with data precision. Every algorithm needs a story. Every automation, a purpose. Every dashboard, a human interpretation.

At that point, the boundary between marketing, technology, and operations dissolves: decisions become collective, and technology becomes experience. In a world that idolizes quarterly metrics, thinking long-term seems like an act of rebellion. But real transformations aren't measured in immediate ROI, but in legacy. Marketing has the responsibility to remind us that every innovation leaves a mark and that digitalization can build culture if done consciously.

The future of marketing will be connective: it will measure conversations, relationships, and trust. Because the deepest digital transformation doesn't happen in the systems themselves, but in how people interact with them.

Epilogue: Transforming to Remain Human

Digital transformation is inevitable; making it human depends on us. Marketing has the mission of making it understandable, inspiring, and sustainable. Of reminding us that, in a data-driven world, we still need stories that unite us.

Technological change will continue to accelerate, but the competitive advantage will lie with those who can translate it into meaning. The future will not belong to machines or humans separately, but to those who think with both hemispheres of their brain: the rational and the creative.

Digital transformation is not about abandoning humanity, but about empowering it..

By: Leonardo Daza
COO North América







I N M O V
Global Network

WE ARE A **PHYGITAL MARKETING** AGENCY
CELEBRATING 25 YEARS OF CREATING VALUE FOR
YOUR BRANDS, HUMANIZING YOUR CONNECTIONS
AND AMPLIFYING YOUR RESULTS.



Jaime Torres
President Inmov
jtorres@inmov.co



Juan Fernando Botero
COO Inmov Global Network
jbotero@inmov.co



Jonhy Benavides
CTO Inmov
jbenavides@inmov.co



Flower Burgos
Development Manager
fburgos@inmov.co



Carlos Sigua
Creative General Director
csigua@inmov.com



Angela Cifuentes
Director of Business
Development
acifuentes@inmov.co



I N M O V

Global Network

Visit our social networks



Web page



@inmovglobalnetwork



@inmovglobalnetwork



@Inmovglobalnetwork