Rafael Arturo González, new country manager for Telefónica Tech in Mexico

- The former head of the B2B business in Mexico will be responsible for implementing and directing Telefónica Tech's strategy in Mexico, as well as managing operations, developing the business and coordinating the technology company's team in the country.

- Telefónica Tech provides Mexican companies with the cloud, IoT, big data, artificial intelligence and cyber security technologies necessary for their digital transformation.

- The technology company has a Security Operations Center (SOC) in Mexico where it handles incident tickets, monitors cybersecurity event alerts and manages attacks.

Madrid, 27 November 2023. Telefónica Tech has appointed Rafael Arturo González Barboza as country manager for Mexico. González Barboza will manage the cyber security, cloud, IoT, big data and artificial intelligence business of the technology company in the American country. With this appointment, Telefónica Tech is committed to strengthening its Mexico unit and continuing to be one of the main partners of companies in their digital transformation.

Rafael Arturo González Barboza has more than 25 years of experience in the telecommunications and information technology sector, the last ten of which have been with Telefónica Movistar Mexico. His professional career in the company has been closely linked to the commercial field, both in the SME segment and in large companies. González Barboza was responsible for establishing the go to market for all digital solutions in the country and was currently responsible for the B2B business in Mexico.

In this new role, González Barboza will be responsible for implementing and leading Telefónica Tech's strategy in Mexico, as well as managing operations, developing the business and coordinating the Telefónica Tech team in the country.

"I am very proud to be part of the leading company in digital transformation and to be able to help Mexican companies with our technologies to be more efficient and competitive. Having a powerful Security Operations Centre (SOC) in Mexico also positions us as the partner of reference for all those organisations seeking to digitise with security", said Rafael Arturo González Barboza, country manager of Telefónica Tech in Mexico.

A local security center with cutting-edge technology

Telefónica Tech has a strategic presence in Spain, the UK, the DACH, Adriatic and Nordic regions, the US, Brazil and Hispam, and has an extensive portfolio of technological solutions to accompany companies in their digital transformation. Telefónica Tech offers its services through Movistar Empresas, Telefónica's brand aimed at the business-to-business (B2B) segment.

The technology company has a Security Operations Center (SOC) in Mexico, from where a team of certified specialists protects customers 24 hours a day, every day of the year. At this SOC, Telefónica Tech professionals deal with incident tickets and manage cybersecurity event alerts to prevent incidents and attacks from occurring.

Telefónica Tech's SOC in Mexico works in close coordination with the ten or so security operations centres it has globally and with the Digital Operations Center (DOC) that the company operates in two locations (Spain and Colombia) to expand its capabilities and provide a comprehensive service to customers around the world.

Telefónica Tech's global team is made up of more than 6,200 professionals of 28 different nationalities and with more than 4,000 certifications in third-party technologies. Of these, 5,500 professionals are in Cyber Security and Cloud operations, who deal with 350,000 security event tickets and around 500,000 alerts per year, of which 13,000 are critical.

Telefónica Tech also offers a wide range of cybersecurity services to prevent, detect and respond to attacks by cybercriminals. On the one hand, the company offers Mexican companies communications security and, on the other, the NextDefense service, which includes detection and managed response, vulnerability management and threat intelligence solutions.

In addition to robust cyber security solutions and services, Telefónica Tech also offers Mexican companies the necessary technologies to migrate their systems to the cloud, so that they can access their information anytime, anywhere. In addition, it provides Internet of Things (IoT) and big data solutions to help organisations make better business decisions thanks to the advanced analysis of data from connected devices.

Telefónica Tech recorded double-digit and above-market growth. The company has achieved between January and September 2023 global revenues of 1,327 million euros, an increase of 30% year-on-year, and aims to achieve 3,000 million euros in 2026.

About Telefónica Tech

Telefónica Tech is the leading company in digital transformation. The company offers a wide range of services and integrated technological solutions for Cyber Security, Cloud, IoT, Big Data and Blockchain. For more information, please visit: https://telefonicatech.com/