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## Profile

**Josep L Larriba-Pey** is professor at *Universitat Politècnica de Catalunya (UPC)* and entrepreneur.

He is the founder of DAMA-UPC research group within BarcelonaTech and has been its director over the past 11 years. The group deals with the management of big data and has deep relationship with the industry, both at a local and at an international level, with strong players such as IBM or Oracle.



He is also founder of Sparsity Technologies, one BarcelonaTech spin-out, and its CEO over the past 5 years. The company was acknowledged by the European Commission in 2015 as the SME with most innovative potential.

Sparsity Technologies has created CIGO!, a mobility management platform to plan routes, interact with fleets through mobile devices and analyse geo-located data without need for sensors, intensive server use or expensive hardware.