

Alfonso Gómez

La Pontificia Universidad Católica de Chile



“ I saw an opportunity to create educational software for children. ”

COUNTRY	Chile
INDUSTRY	Government & Nonprofit
EMPLOYEES	38

WEBSITE

COMPANY SNAPSHOT

Alfonso's passion for computers led him to create Unlimited, a developer and publisher of interactive CD-ROM titles for the world market with a special focus on educational software for children. Unlimited was the first company in Latin America to have a CD-ROM title placed in the international distribution circuit. The over-arching vision of the company is "to become an ally of the education reform in Latin America" as a leading producer of children's software in the region.

Alfonso sold his business and launched Virtualia, a marketing and customer loyalty company targeting young Internet users. Since 2006, he has been dean of the business school at [Universidad Alfonso Ibañez](#).

ENDEAVOR AND LA PONTIFICIA UNIVERSIDAD CATÓLICA DE CHILE

With the support of a Stanford eMBA, Alfonso realized the limitations of Unlimited and launched Virtualia. He benefited from advice in the start-up and business plan of Virtualia, and from a range of management workshops, networking events, and Entrepreneur Summit.

After selling Virtualia, Alfonso entered academia; Endeavor is currently assisting Alfonso as dean of the business school at Universidad Alfonso Ibañez to develop a Masters of Innovation program and degree. Alfonso has demonstrated commitment by serving as a local and international panelist.