

MIT recognizes Tec graduate as Entrepreneur of the Year



Gerardo Sordo has been recognized for creating the company that's changing the rules of the game in the marketplace

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Gerardo Sordo, who holds a degree in marketing from the **Santa Fe** campus of [Tecnológico de Monterrey](#) and is an entrepreneur focused on creating technological solutions for the digital marketing and online services industry, was the **only Mexican** on the 2020 list of **Latin American Innovators under 35**.

Gerardo was recently recognized as the ***Innovative Entrepreneur of the Year*** by [MIT Technology Review](#), which highlights the most talented young innovators and entrepreneurs from **different countries** who are using **science and technology to solve problems affecting today's society** every year.

The award for the **35 most talented young people** from **Latin America** was created in 2013 to widen its search for talent.

Thanks to his [BrandMe](#) platform, Gerardo is considered an expert and pioneer in the content creator economy (Influence Marketing) for having created the algorithm implemented in its crowd marketing model, which connects [Fortune 500](#) brands, media agencies, and startups with more than 80,000 creators of influential content on social media.



According to Gerardo, getting this recognition was a very gratifying experience because being an entrepreneur and the **sole founder of BrandMe** means he often struggles to **motivate himself**.

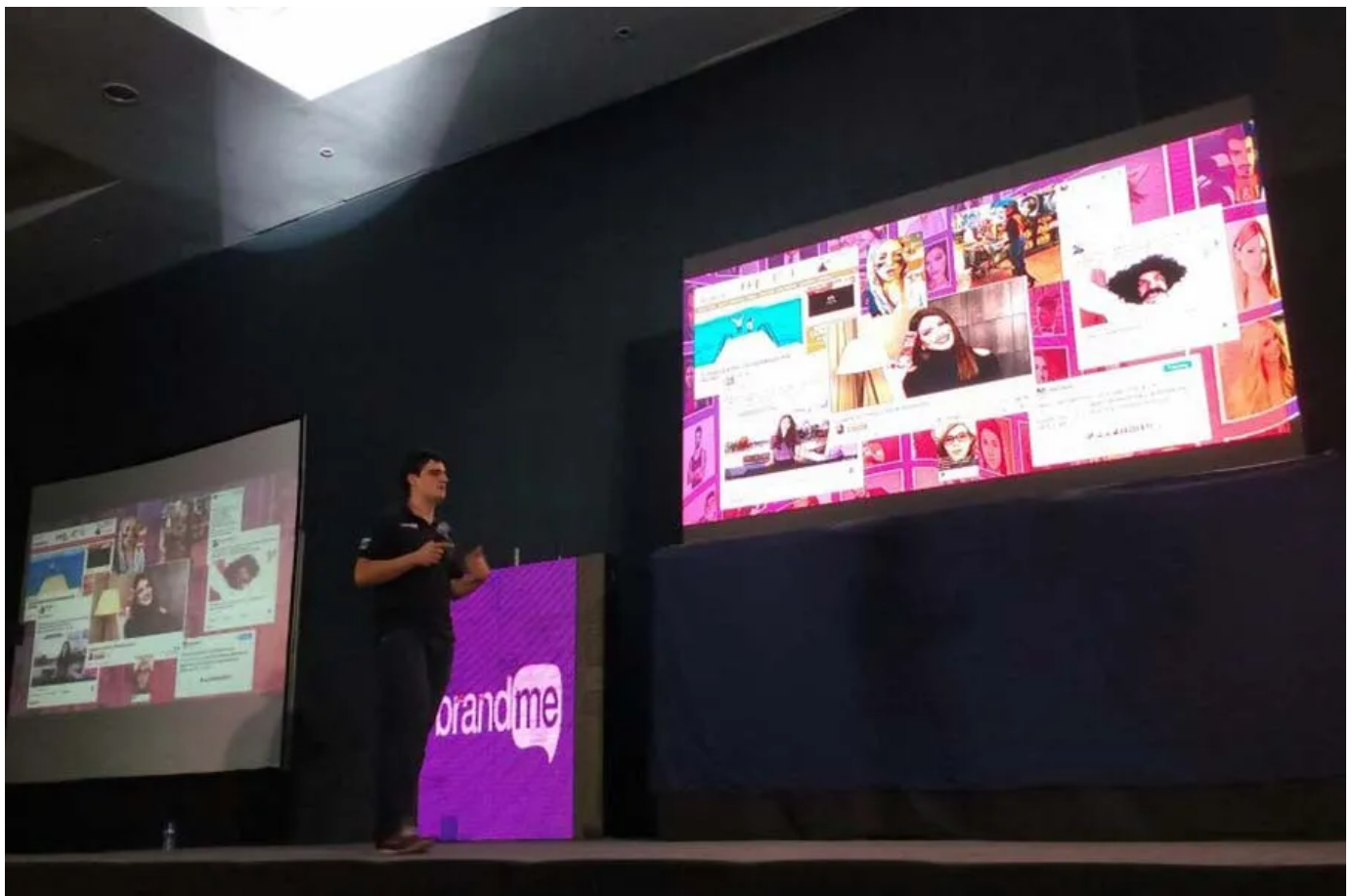
*“The fact I received this type of recognition is like a **‘motivation injection’** for me. It tells me that what I’m doing from day to day is really providing a solution.*

“Not just because of the praise, but because the experts in technology or the influencer marketing industry can see the value I’m offering. For me, it’s gratifying.

*The truth is, I didn't believe it at the time. **To think that I was the winner, out of the whole Central and Latin America region! I couldn't believe it,***" he said.

Gerardo stated that he never thought that **MIT** would pay attention to an economics-focused project like his, since his company provides solutions for brands to sell more.

*"I think what impressed them was all the money saved and all **the ethical side to** our solution. It's gratifying, and the fact that I'm Entrepreneur of the Year is surprising. I'm very happy,"* he said.



Gerardo shared that when he started at the Tec, he thought his life would always be focused on marketing, since he saw himself working at **Coca Cola** or **Google**.

"Nowadays, both these companies are our direct customers. I used to think that I was going to be behind a brand, creating strategies, but I truly believe that I was

*always a very restless person. Since high school, I've had this hunger to create new things, because I had **that entrepreneurial spirit**.*

*"I distinctly remember, in my first semester, some people coming to my classroom and telling us that we had the option of taking entrepreneurship courses in the **entrepreneurial route**," he said.*

Creating with the tools he had to hand

The award-winner emphasized that the Tec taught him to see he could **create a business** with **the tools he had to hand**. That was something which really appealed to him.

*"It was very odd, because there were only eight of us involved in entrepreneurship at the university and the classes I was taking really fascinated me. That was when I became restless and began to see **business models** from the outside.*

*"The Tec opened my eyes by telling me I could create things without coming from a family with a lot of money or contacts. It also gave me the tools to know where to start moving and **building my business**," he pointed out.*

Finally, Gerardo mentions that anyone who has that same hunger to start a business can count on him. He invites them to get in touch via his social networks, where they can find him as **@gerardosordo**.

*"Just as there was a time when I received help from different teachers or mentors, I'm also willing to help different **students who have that same hunger to start a business**, whether by offering advice, making referrals, or putting them in contact with the people they need to be able to move forward," he concluded.*

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