

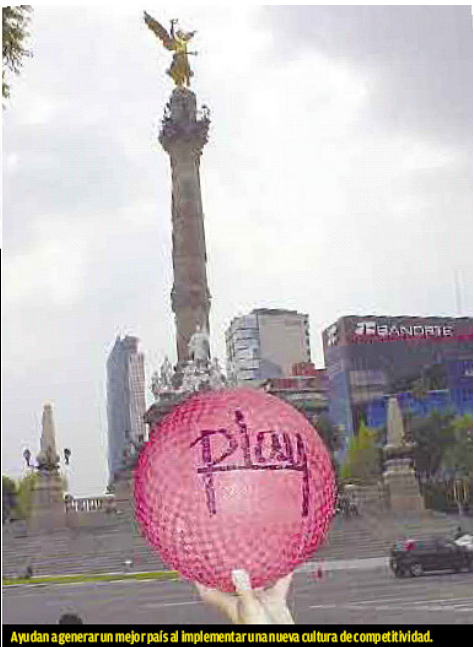


RODOLFO RAMÍREZ
Fecha de nacimiento: 10 de enero de 1973.
Estudios: Comercio Internacional en el ITESM y una Maestría en Administración en Suecia.
Libro: *Pour Your Heart into It* (Howard Schultz, fundador de Starbucks).
Película: *Joe contra el Volcán*.
Música: Toda, de la cumbia al acid jazz.
Pasiones: Viajar, familia y la buena mesa.



GABRIEL CAMPILLO
Fecha de nacimiento: 1 de septiembre de 1977.
Estudios: Ingeniería Industrial en la UIA.
Libro: *Life According to Monty Python*.
Película: *Road Trip*.
Música: Toda, de la cumbia al chill out.
Hobbies: leer, pintar, dominó.
Fobias: La gente mediocre.
Lugar para viajar: La India y Praga.

Para ellos la creatividad es un proceso que requiere disciplina, muchísimo trabajo, nuevas perspectivas y diversión. La creatividad es el medio y la innovación es el fin.



Ayudan a generar un mejor país al implementar una nueva cultura de competitividad.

PLAY MEXICO : THINKING WITHOUT LIMITS

Look At More Stuff

Gabriel Campillo, Rodolfo Ramírez and Rogelio Ramos work at Play, which was founded almost 15 years ago in the U.S. with the goal of transforming businesses and which they brought to Mexico almost two years ago.

"Our job is to create ideas, lots of them, which can be translated into break-through innovative business solutions for our clients. We combine the experience of our clients with their creative potential. We replace traditional thinking processes in favor of new possibilities. From the boardroom to the showroom, Play provides processes and tools

to turn innovation into a tangible and practical solution. Our process is based on taking our clients to "look at more stuff." This means that we make them look constantly for alternative sources of inspiration. We create experiences which take our clients away from their day-to-day routine in order for them to find new connections."

Their projects intend to revolutionize the way in which Mexican companies think, act and deliver in terms of innovation. Microsoft, Sabritas, Avon, Philip Morris and Unilever Bestfoods are among their clients. Their principal interest is to be on the search for all

the new stuff and to rediscover the old stuff, too.

When they started, they left positions in large corporations in order to pursue a dream. Today, they want to share this dream with the whole country. "Mexico is a country filled with opportunities for people who are willing to take risks. Unfortunately, most people let those opportunities pass them by, and they just complain about the current situation. Our perception is that more and more Mexicans are willing to take risks and explore new paths, which will help turn this country into what we all dream that it could become."



Play busca revolucionar a las empresas en México y la forma en la que hacen negocios.

SOCIALES

DIARIO MONITOR | VIERNES 6 DE AGOSTO DE 2004

JÓVENES EMPRENDEDORES

ROGELIO RAMOS
Fecha de nacimiento: 11 de octubre de 1965
Estudios: Diseño Industrial en la UIA y una Maestría en Administración en Bélgica.
Libro: *El Alquimista*.
Película: *El Paciente Inglés*.
Música: Toda, de la cumbia a la clásica.



Ejercicio de activación de valores empresariales para Microsoft.