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Meet the entrepreneur

Pablo Filomeno Farrerons, Feeder | Techstars '24

Welcome to our series, 'Meet the entrepreneur', where we sit down with founders, CEOs and the like and get to know the person behind the business.

This week's business owner is Pablo Filomeno Farrerons, CEO of Feeder | Techstars '24 an AI-powered tool designed to track minute facial expressions in videos.

Q: Can you tell us a bit about the business?

Pablo: Feeder uses AI to analyse subtle facial expressions, helping marketers to see which parts of their content connects best with audiences before it goes live. In the future, Feeder aims to adapt this technology for the film and TV industry.

Q: What helps you wind down at the end of the day?

Pablo: This last couple of years I've started enjoying going to the office a lot and getting home using the train (I used to drive before). It's something that I find extremely satisfactory as I can use that hour for reading and actually winding down. Then at the end of the day, I walk my dogs, which is also a very good way to chill and finish the day.

Q: What did you want to be when you were growing up? Did you always see yourself being a business leader?

Pablo: As a kid, I wanted to be an actor and, a few years later, a football player and then later I wanted to be in a rock band. I was actually in a rock band for 10 years before starting my career in the digital marketing industry. But, I honestly never thought I was going to run my own business.

Q: How do you navigate the digital world as an entrepreneur?

Pablo: The digital world is the only world we navigate as a company. We all come from the digital marketing industry and I've spent the last 15 years working in that industry so I'm really used to working in these environments and actually it's where I feel I can add more value.

Q: What's your best IT infrastructure advice to other entrepreneurs when getting their business started?

Pablo: If you are a business/marketing profile like me, my advice, without a doubt, is to surround yourself with the brightest technological minds you can and, above all, with people in whom you have total confidence and who can bring value to the business, both in terms of product and technological solutions. Think people first and then you'll figure out what infrastructure works best for your needs and suits your daily routines best.