

HOUSTON WEEKLY NEWS

Fidel Gómez and How Agenxi is Building Bridges between Pymes and Young Talent Around the World

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[Fidel Gómez](#), also known as “Gómez the Marketer” and the CEO of [Agenxi](#), is a certified master business consultant with an extensive background in mentoring about technological innovation.

In his early days, Fidel studied advertising while pursuing a career as a marketer in a design agency. However, due to the problematic violence Colombia was facing at the time, he decided to change course and relocate to a different city.

After this experience, he resumed his studies, focusing on marketing and achieving a more comprehensive vision of both disciplines. This knowledge led to positions as a sales leader in essential brands such as ExxonMobil and Shell, where he also learned to develop reseller structures.

Over time, Fidel understood that his attachment to commercial results was guided by the desire to return to Digital Marketing. This led him to establish his first digital marketing agency, which has become one of the most prominent in Colombia.

For over 12 years, he has been at the top, guiding the agency to new heights. In addition, Fidel obtained the necessary certifications as a master business consultant, allowing him to reach more than 200 companies and gain recognition in areas such as branding and digital innovation.

Fidel is CEO of **Agenxi**, an agency that specializes in solving the most recurrent problem in the marketing industry: ensuring that SMEs can access top global talent.

This startup acts as a bridge between entrepreneurs and the best talent globally. **Agenxi** has been honored with two national awards in Colombia, recognizing its dedication to technological innovation and the significant social impact it has achieved.

“At Agenxi, we guarantee customized equipment specialized in each industry and best-in-class talent that has worked or collaborated with the biggest brands in the world. At Agenxi, we have real guarantees on our results. And all this while contributing to Social Causes,” Fidel explains.

Fidel aims to broaden Agenxi’s impact in upcoming projects, creating more opportunities for skilled young individuals worldwide who are passionate about digital innovation.

He intends to provide robust assistance to SMEs in their early stages and rely on this agency to navigate their path to successful growth.

“Companies are a mirror of those who run them. Hence, this mentality must align with values that build a company that solves problems, generates div-

identends, and inspires its workers and stakeholders to leave a valuable business legacy.” Fidel mentions.

While this company continues to grow, Fidel also works on the side to consolidate his brand, Gómez The Marketer. This gives him space and offers his followers a good reference in marketing, branding, sales, and more.

Gómez The Marketer and Agenxi are a living example of Fidel’s commitment to the future of digital marketing and technological innovation.

To learn more about Fidel Gómez, click [here](#).

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