

Interview with VSAT Rising Star Winner Rodrigo Gonzalez



Rodrigo Gonzalez,
Automation and
Innovation
Coordinator, Elara

What was the original thinking behind the creation of your winning entry?

When Elara's COO, Cristina Lara, mentioned me the idea of applying for VSAT Rising Star Award, I must say it seemed a little crazy.

I knew about the awards (Arturo Solares, colleague and friend, brought the title home last year), but I did not think I could participate this year. After reading carefully the rules, the first I thought was "well, this has been a good year for me".

There is no big secret: We wrote about the work me and my team has been doing these months, which has fortunately given good results.

Automation and Innovation department (A&I) is a young office at Elara, created barely this year with the purpose of developing the initiatives of continuous improvement related to service effectiveness, and we intended to talk about key projects with direct impact on Elara's goals.

How do you plan to improve it even further?

Hard team work and a little bit of daydreaming have been the basis for all this.

How to improve the job we've done? I know we need to keep working and mostly stay focused on the goals we have traced for the team.

When we started it, we wanted to be a key player for Elara's core strategies... that remains to be our purpose. I work every day in order to build a good team and motivate my co-workers to give the best.

How do you expect your business to benefit from winning this award?

I consider the experience acquired during my participation at this event to be a winning by itself. The opportunity of getting a space on this forum for me, personally and as a representative of Elara, is of great value.

Getting to know about the challenges and opportunities of VSAT industry directly from the perspective of the key players makes the panorama definitely richer. The chance to sum up to the effort of "pushing the boundaries for VSAT in the race for global connectivity" provides a unique opportunity for Elara to keep fulfilling its commitment with service.

This is a common struggle for all of us involved in the value chain, and being at the awards seems like a great opportunity of getting more allies.

What do you think will be the defining challenge of the VSAT Industry in 2015?

A lot has been said on recent times regarding the “new monster” represented by HTS. It might seem that the idea of a great power demanding great responsibility fits perfectly for this defying scenario we have ahead us.

But despite the technical difficulties posed by our state of the art, I consider the real challenge is to keep VSAT industry as a fresh and innovative choice for people, for end users.

From its basics, satellite is the option to get beyond, where nobody else can. This principle is still valid, but it must be extended not only

to a technical point of view, but also on a human side.

I think it would be very interesting to see new efforts of industry oriented to retail markets... there's a huge piece of the cake waiting.