

JORGE PABLO GONZÁLEZ GARIBAY

Senior Applications Specialist with +23 years of experience running customer-facing operations in Industry

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53-year-old

EDUCATION

B.S Industrial Chemist

Universidad Autónoma de Nuevo León 1996

PROFESSIONAL EXPERIENCE

MALVERN PANALYTICAL / SPECTRIS MEXICO S DE RL DE CV

<https://www.malvernpanalytical.com/en/support/product-support>

2025 - now

Senior Applications Engineer MX / Latin America

- Enhance customer support in the LATAM region through a proactive integration of the application and technical expertise into the daily customer support & training activities of the team, our customer base, and partners.
- Provide product training for customers, potential customers, and employees in the use of Malvern Panalytical 's products.
- Provide technical and application support for existing and potential customers, including system troubleshooting, using all available modes of communication (phone, e-mail, face to face, etc.)
- Provide primary remote diagnosis and resolution of customer instrument problems for MP products.
- Escalated support within the installed base to our partners and call center specialists for the product line.
- Create written procedures for internal use. Contribute to manuals, guides and other documentation for customers or external publication.
- Work to improve the customer experience by developing methods to improve instrument reliability, improved remote troubleshooting methods or tools and by decreasing the turn-around time for repairs.
- Perform demonstrations of MP products for sales support, proving our systems are ideal for the customer.
- Provide support to marketing activities like conferences and seminars with technical presentations

INBOX TECHNOLOGY LATAM

<https://www.inboxsa.com/>

2023- 2024

Applications Expert / Latin America

- Enhance customer support in the LATAM region where INBOX has presence, all through a proactive integration of the application and technical expertise into the daily customer support & training activities of the team, our customer base, and partners.
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MALVERN PANALYTICAL / SPECTRIS MEXICO S DE RL DE CV

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2017-2021

Applications Engineer MX / Latin America

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PANALYTICAL INC. / SPECTRIS MEXICO S DE RL DE CV
(Instruments for X-ray characterization)
2002-2017

Applications engineer & Laboratory Manager México

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- Provide support to marketing activities like conferences and seminars with technical presentations

CEMEX MÉXICO SA DE CV
1996-2002

Central Laboratory Coordinator

- Responsible for the coordination of activities at the central laboratory to support the different plants around the world.
- Coordinate activities for research and development of new products and methods.
- Create written procedures for internal use and contribute to manuals, guides and other documentation for usage on the quality control of the different sites
- Responsible for the development of new reference materials to calibrate the XRF instruments at the different cement plants.
- Responsible of service contract negotiation and closing national agreements with strategic and key accounts.

COURSES

▪ EDXRF Basic Training	Almelo, The Netherlands	2013
▪ XRD Basic Training	Almelo, The Netherlands	2014
▪ Laser Diffraction particle size analysis	Germany	2015
▪ WDXRF Training Willis & Duncan	Almelo, The Netherlands	2016
▪ XRD Advanced Training	Almelo, The Netherlands	2018
▪ DLS Basic Training	Virtual Training	2020