



Raquel Boechat, CMO Athimos

Morning Session: Unconference Startup Visa Program

Co-founder and Chief Marketing Officer (CMO) at Athimos Healthcare Platform, cloud-based Electronic Health Record that consolidates all clinical patient information in an innovative, affordable and an easy-to-use system. Raquel moved to Canada in 2019 to lead Athimos launching and consolidate the brand in North America. After the application for the Startup Visa Business Class and join LatAm Startups Visa Program, she became a Permanent Resident in less than 3 months.

A Journalist with an MBA in Business Management, Raquel has experience in building strategic partnerships, match-making between companies, and leaders and managing multidisciplinary teams. Recently, she made a negotiation course at CMI Interser at Harvard Faculty Club, in Cambridge/USA. She has more than 20 years of experience as a businesswoman, leading strategic communication for recognized brands, companies and events. Raquel is also a mentor, advisor and board member in associations and companies. Five years of experience as a communication professor in universities. Raquel is also a co-founder at Enfato Multicommunication, 20-year-old recognized and awarded company specialized in reputation, strategic communication and match-making; Driving App (platform that connects driving instructors and new immigrants to learn how to drive in Canada); and Hub E-Training, worldwide hub that connects multidisciplinary professionals focused on developing communication and soft skills.

She believes that what moves the world are people and their connections.