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Himalaya Computing promotes digitalisation from Cáceres with tailor-made solutions

Luz Marina Hernández and Alejandro Cristo García
Co-founders of Himalaya Computing

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Plan de Recuperación, Transformación y Resiliencia

Starting a business with someone you know well can be a challenge, but also a great advantage

We present the story of **Himalaya Computing**, a *startup* co-founded by **Luz Marina Hernández** and **Alejandro Cristo García**, based in **Cáceres**, which **designs, develops and implements tailor-made digital solutions** with a special focus on the healthcare ecosystem.

Since its creation in 2016, the project has evolved naturally into a consolidated company, combining technical expertise, strategic vision and commitment to innovation.

One of the aspects that defines their career is **the value they place on the human team**. Luz Marina expresses it with conviction: *"the basis of a company is its team and I am super proud of mine".* Involvement, the diversity of profiles and the evolution of roles have been decisive elements in consolidating a sustainable and adaptable work model.

In addition, Himalaya Computing has opted for **gradual and conscious growth**, prioritising organisational strength and technical quality over accelerated expansion. This philosophy has allowed them to maintain control over processes, respond with agility to market changes and open new product lines with a solid foundation. As Luz Marina summarises, *"our growth has been gradual, but always with our feet on the ground"*, a way of scaling that reflects the Extremadura-based startup's commitment to stability, the team and a long-term vision.

Currently, the company has a team of seven people and continues to advance locally, with a view to technical excellence, social impact and collaboration with institutions in the innovative ecosystem.

Read on and discover how Luz Marina and Alejandro have turned Himalaya Computing into a solid company, learning to undertake as a team, to divide roles intelligently and to grow without losing the balance between personal and professional.

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Executive Summary

Founders	Luz Marina Hernández García and Alejandro Cristo García
Web address	himalayac.com
Year Founded	2016
Localisation	Cáceres (Extremadura)
Employees	28.57% female 71.43% male
Product / Service	Design, development and implementation of customised digital solutions
Sector	IT Services & Consulting
Technology	Software development / 3D simulation and virtual reality / Mobile and *tablet* applications / Business management systems (CRM, ERP) / Corporate websites and *online stores* / Educational platforms and virtual classrooms

The origin of Himalaya Computing

The story of **Himalaya Computing** begins in 2016 as a personal project driven by curiosity, mutual trust and the desire to create something of their own. **Luz Marina Hernández and Alejandro Cristo García**, a couple and co-founders, began developing small commissions for their immediate environment, without imagining that that "little seed", as Luz Marina calls it, would end up becoming a technology company with two different lines of business.

From the beginning, their **complementarity** was key. Alejandro, with a strong technical orientation, focused on the development of digital solutions, especially in the healthcare field. Luz Marina, for her part, assumed business management, strategic planning and institutional relations. **This division of roles, based on in-depth knowledge of their strengths, allowed them to move forward with agility and avoid unnecessary overlaps**. *"At first we tried to do the same thing, each in their own way, but we realised that it didn't work that way,"* recalls Alejandro.

In 2020, Himalaya Computing experienced its second birth. The arrival of new projects, the hiring of personnel and the context of accelerated digitalisation caused by the COVID-19 pandemic marked a turning point. Despite the difficulties, they were able to adapt, reorganise and shape a more solid structure. *"Starting a business with someone you know well is good and bad, but if you know how to differentiate roles, everything flows,"* says Luz Marina, stressing the importance of building from complementarity.

Today, Himalaya Computing is a company that **combines technical vision, strategic management, and a team culture based on trust**. Its origin, far from being an anecdote, continues to mark its way of growing: step by step, with its feet on the ground and with the conviction that entrepreneurship as a team also works.

Adapt to change and grow as a team

The evolution of Himalaya Computing has been marked by **the ability to reorganise itself according to each stage**. Over time, Himalaya Computing has been **expanding its team and diversifying its projects**. Luz Marina explains that, until recently, Alejandro supervised all developments, but to manage the growing volume of work, they have begun to redistribute responsibilities, creating defined roles. This allows them to **open new product lines**, in addition to the services they already offer. She herself adds *"we are now at a point where the rest of the team is taking responsibility and that allows us to plan better and grow more solidly".*

Alejandro adds that this internal reorganisation has allowed them to **clearly separate the two lines of business**: one focused on the health field, which he leads, and another more industrial, managed by another person from the team. *"Separating responsibilities has allowed us to move forward more clearly and spend time developing new solutions,"* he says.

Technological challenges in clinical settings

Working in healthcare involves dealing with very specific technical, legal and cultural requirements. Alejandro identifies **two major challenges when implementing virtual reality solutions in clinical environments**: on the one hand, the type of data with which you work requires a high level of security, compliance with the GDPR (General Data Protection Regulation) and the use of *specific hardware*. *"It is not the same as a conventional project, since it requires having hardware with security measures, backup policies, access control... everything gets very complicated,"* he explains.

On the other hand, **the customer's profile** also plays a role. In the world of medicine, where everything is highly protocolized, the introduction of emerging technologies often generates rejection. *"These are very traditional fields, and the fact of working with technology on patients generates a lot of rejection from the outset,"* says Alejandro. Luz Marina adds that this rejection is linked to safety: *"everything is more protocol, you have to follow regulations".*

In addition, **regulations vary by country, which means that products must be validated in certain markets before they can be expanded**. Even so, Himalaya has had the support of health professionals who have supported its initiatives from the beginning. Alejandro stresses that the development of this type of solution always requires a triangle: *"the technological part, the clinical part and the legal part have to go. The moment you have that triangle, development becomes much easier."*

Innovating as a team to maintain technical excellence

At Himalaya Computing, Luz Marina and Alejandro have consolidated a **culture of continuous improvement**, based on five key strategies:

| 01 | **Keep motivation intact**, even in the most demanding moments. For Alejandro, the illusion has been the starting point and also the sustenance of the project*: "it has become your way of life because it is your livelihood".*

| 02 | **Learn to navigate bumps without losing your way**. Luz Marina acknowledges that they have gone through hard stages, with mistakes and doubts, but that they have been able to face them together: *"we have had our bumps, but you have to overcome them".*

| 03 | **Accept that the separation between personal and professional life is not always possible**. Both recognise that this line is so thin that it is often crossed, and that learning to live with it has been part of the process: *"the line that separates them is so thin that there is always a point of collision between the two worlds."*

| 04 | **Documenting everything very well from the beginning**, something they did not do at the time, but which today they consider essential for any team that undertakes from the proximity.

| 05 | **Build on a solid foundation of trust and complementarity**. Luz Marina sums it up clearly*: "either you have very solid pillars or the life of a company is not all rosy".*

Over time, these strategies have allowed the *startup* to move forward with balance, even in the most complex moments.

Connecting with institutions to advance innovation

Collaboration **with institutions** has been a natural way to advance in the development of projects. Alejandro explains that **being present in the environment, actively participating and getting to know the people who make it up has been key to detecting real opportunities**.

Although he does not have academic training in medicine, Alejandro shares that, in order to train and deepen his knowledge of this field, he has attended numerous courses as a student, moved by genuine interest. This involvement has allowed him to **connect with teachers and professionals in the health field, and to better understand the needs of the sector**. Participating in training spaces has been key to establishing professional connections that have then been translated into concrete projects.

In many cases, he has collaborated with healthcare professionals who have ideas, but do not master the technical part. Her role has been to accompany them from the initial phase, helping to validate concepts and build functional prototypes. As he explains, *"we help them both in consulting and in the construction of prototypes, from which they can test and then make a more commercial version".*

In the private sphere, the dynamic changes. Institutions tend to have more defined needs, which allows tailor-made solutions to be developed with greater agility. This **ability to adapt, added to the knowledge of the environment, has facilitated the consolidation of relationships of trust and the implementation of initiatives with real impact**.

Tips for entrepreneurs

For Luz Marina, there are two pillars to start entrepreneurship: **continuous training** and connection **with the entrepreneurial ecosystem**. His advice is clear: ask questions without fear, surround yourself with a solid team and, above all, never lose passion.

Insist that confidence in your own ability and the idea you want to promote is the real engine to overcome any obstacle. Its approach emphasises the human, emotional and relational factor of entrepreneurship. Although he recognises that entrepreneurship is a demanding process, he sums it up like this: *"passion, training, believing in yourself and your project, and always surround yourself with good people, a good team."*

Alejandro, for his part, provides a more strategic vision. He stresses the importance of mastering financial management to ensure the viability of the business. In addition, he recommends honest **self-criticism to identify strengths and weaknesses**, and thus find a clear competitive advantage. As he points out: *"if you are good at one thing and it also gives you a competitive advantage, that's where you have to attack".*

Although their approaches differ, they both agree that entrepreneurship requires preparation, commitment, and a realistic outlook. Their shared experience leaves a clear lesson: **success is not built only with strategy, but also with confidence, passion and the support of a good team**.

The role of public initiatives

When starting a business, **many people feel alone**, especially in the early stages. Luz Marina stresses that **the most valuable thing is not only to receive technical support, but also to have spaces that connect ideas, experiences and people**. In this sense, for her, initiatives such as the **4YFN Spanish Pavilion**, co-organised by Red.es and ICEX, or the **ONE Platform** have been key to generating community, sharing learning and moving forward with greater clarity.

In particular, Luz Marina underlines the role of the ONE Platform as an environment that guides, connects and gives value to projects from within the ecosystem. For her, **the support she offers – training, visibility and contact with other entrepreneurs – is a fundamental pillar to grow with her feet on the ground**. Actively participating, being present and taking advantage of the human and professional connections that are generated is, in his words, one of the keys to moving forward with confidence.

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