

Javier González Bernal

Chief Operating Officer, Magnific

Javier González Bernal came up as a developer. That background shapes everything about how he runs operations at Magnific — he understands what teams are building before he works out how to support them. He enables Legal, Customer Services, Localization, and Library to have a real impact, creating the conditions for every team to do its best work.

Right now, that means opening new markets through localization and globalization, scaling Customer Services with AI without sacrificing user satisfaction, and strengthening Legal processes to support a growing B2B pipeline.

He started building for TV networks and a Formula 1 streaming app before spending five years in technical consulting for construction and transport multinationals. At BeSoccer, he progressed from App Developer to Head of Product to COO, running operations and shipping product fast in a high-growth startup. Managing multidisciplinary teams under real pressure is what he brought to Magnific when he joined in 2015, growing from Head of Product into his current role as the company scaled.

His conviction: the best AI tools dissolve the distance between an idea and its execution. When creatives stop fighting their workflow, they get more of what they actually came for. The work itself.

Outside work, Javier is into outdoor sports, CrossFit, and home automation — pushing smart homes toward what they should really be capable of. Above all, his daughters.

"AI makes creatives exponentially more powerful. Magnific's AI Suite is built exactly for that."

— Javier González Bernal, COO, Magnific