



**Fabio Lima**  
Developer 🇺🇵



*Hi! I'm Fabio. I'm finishing my studies in Electrical Engineering, so I might be seen as a bit of an outsider here, but I love to develop software since my early high school days. I live with my girlfriend in Montevideo and love traveling and going to the movies.*

*I joined the Moove It family early this year and found here the best possible place to work. Here I'm (mainly) a backend developer which is what I like the most. Besides Moove It I teach electronics at a local high school.*

### **About the book**

*'The Hitchhiker's Guide to the Galaxy' is one of the funniest, most imaginative books that you will ever come across. I recall laughing out loud several times while reading it, but also meditating about our place in the universe and what we are as a species. This book will make you question life, the universe, and everything else, always with a smile on your face.*

*If you want, you can leave me your thoughts after reading it. Write me at [fabio.lima@moove-it.com](mailto:fabio.lima@moove-it.com). I really hope you like it as much as I did.*

*So long, and thanks for all the fish!*

*Fabio*



**Gabriel Fagúndez**  
Chief Operations Officer 🇺🇸



*Hello all! I don't know exactly if we have meet each other brfore, but if not, we'll probably have a chance in the future!*

*My name is Gabriel -aka Gabi-, and I have been part of Moove It for 7 years. I'm running Operations, heavily involved with all of our clients. I was born in a small town 5 hours away from Montevideo, where I moved 10 years ago. I love reading and playing my guitars!*

### **About the book**

*Life consists of a pile of decisions. From the first minute of the day choosing what to wear, until those big moments that drive our life, as deciding to study abroad or making a big investment.*

*'Thinking fast and slow' features insights into the pitfalls of human rationality that might just transform te way you think. It explains the phenomenon of how people jump to conclusions on the basis of limited information.*

*I hope you enjoy it and after reading it, feel that you are better prepared for any challenge! Feel free to let me know your thoughts on this book at [gabriel.fagundez@moove-it.com](mailto:gabriel.fagundez@moove-it.com), it'll be great to hear from you.*

Best regards,  
Gabi



**Federico Hurst**  
Visual Designer 



Hey there! My name is Fede, and I'm a Visual Designer for Moove It's Communication team since last April. My job here is to look after all things design regarding our beloved brand, from social media images to merchandising. In my free time, apart from reading, I also enjoy watching series or spending time with friends: going out for a meal or hanging from a tree at the park (a couple of us are learning aerial silks lol).

### **About the book**

'Little fires everywhere' by Celeste Ng is an intriguing novel about family and community, which mixes stories from different generations and points of view. It explores the weight of secrets, the nature of art and identity, and the dangers of believing that following the rules guarantees a perfect life. Besides, I just found out that it's soon to be a Hulu series starring Reese Witherspoon!

I hope you find this book as amazing as I did, please let me know your thoughts at [federico.hurst@moove-it.com](mailto:federico.hurst@moove-it.com). Also, any other book (or movie, or series) recommendation is very welcome!

All the best,  
Fede



**Rafael Fremd**  
Team Leader 🇺🇸



*Hola! I am Rafa. I was born in a tiny town called Paysandú. Read it again, please: Pay-San-Dú. Previously, I've lived in Montevideo, Israel and Chile where I earned a MSc in Innovation.*

*I am part of the Moove It family since early 2017. Here I've changed my role and daily tasks many times. Now, I push Marketing and Communication efforts and lead product discovery processes.*

### **About the book**

*This book was enlightening. In a world in which TV, social media and WhatsApp videos are filled with bad news, catastrophic problems and dark possibilities, this book shows how humanity is better than ever.*

*'Factfulness' is a positive, energetic and vibrant book. Does it say that everything is perfect? No. But it shows how we are getting closer and teaches us what can we do to speed up the process.*

*Please, let me know what you think about the book. Also, If you have any other recommendations, write me at [rafa@moove-it.com](mailto:rafa@moove-it.com). I would love to hear from you!*

*Best regards,  
Rafa*



**Mauricio Carbajal**  
Senior Developer 🇺🇸



*I'm Mauri, I've been working as an engineer at Moove It for more than two years now, and the first time I played a complete tennis match was at our annual retreat weekend, quite a while ago...so I'm far from being an expert.*

*That said, I stumbled upon this book thanks to the recommendation of a musician, who probably doesn't play tennis either, and I found it completely mind-blowing.*

### **About the book**

*'The inner game of tennis' will show you how many different tiny factors hugely affect your ability to focus and perform at your best. If you ever experienced the wonders of focusing one-hundred percent on a task to the point of forgetting about everything else in the world, and you would like to experience that more often... but when you try too hard it just doesn't happen, this book is exactly for you :)*

*I'd love to hear your feedback! Reach me at [mauricio.carbajal@moove-it.com](mailto:mauricio.carbajal@moove-it.com) and tell me what you thought of the book.*

*Kind regards,  
Mauri*



**María Paz Cuturi**

Developer 🇺🇸

→ MOOVE IT

*My name is Maria Paz and I've worked at Moove It as a Developer for a little over a year. I'm 28 years old and currently studying to become a Software Engineer. I also have a Bachelor Degree in Communications, so I'm a mixture between nerd and creativity. I've always loved books, although I have to confess that Netflix has occupied a lot of the time I used to spend on them.*

### **About the book**

*My recommendation is 'Chronicle of a death foretold' by Gabriel Garcia Marquez, who is one of my favorite writers of all times. What fascinates me about this book is that the end of the story is announced from the first sentence, and yet it keeps you on the edge.*

*I hope you enjoy it as much as I did and please, let me know what you think about it, write me at [maria.cuturi@moove-it.com](mailto:maria.cuturi@moove-it.com). I would love to hear from you!*

Kind regards,

Paz



**María Paz Cuturi**

Developer 🇪🇸



*My name is Maria Paz and I've worked at Moove It as a Developer for a little over a year. I'm 28 years old and currently studying to become a Software Engineer. I also have a Bachelor Degree in Communications, so I'm a mixture between nerd and creativity. I've always loved books, although I have to confess that Netflix has occupied a lot of the time I used to spend on them.*

### **About the book**

*I love 'Man's search for meaning' by Victor E. Frankl because it covers a deep topic (what's the meaning behind life) in a very simple and straightforward way. The ideas behind this book are universally relatable, showing that regardless of our personal stories, we can all find something in common with each other.*

*I hope you enjoy it as much as I did and please, let me know what you think about it, write me at [maria.cuturi@moove-it.com](mailto:maria.cuturi@moove-it.com). I would love to hear from you!*

Kind regards,

Paz



**Maite Mañana**  
Senior Developer 



Hi there! I'm Maite (pronounced like "might-A", well.. kind of!) I'm from Uruguay and I've been working at Moove It for 4 years now. I started as a web developer when I was still a College student. Now I'm already graduated (it's almost 3 years now!) and have been developing iOS apps for the last 2 years and a half (and counting). I really like reading (my mom is a literature teacher) so here goes my recommendation:

### **About the book**

*As I grow up, I get more and more convinced about how important it is to stand up for what you believe in. How important it is to get involved and pay attention when something feels wrong, even though most people around you act as if it's ok. I feel like 'Pereira Maintains' by Antonio Tabucchi is a beautiful book about that.*

Please, if you like it, I would love to hear your opinion about it. Do not hesitate to contact me at [maite.manana@moove-it.com](mailto:maite.manana@moove-it.com).

Cheers and happy holidays!

Maite



**Lesly Acuña**

Developer 🇺🇪

→ MOOVE IT

Hey there! I was born in Montevideo, but grew up in Ciudad de la Costa, a coastal city near the capital. I like collecting Funkos and building Gundam figures (they are plastic models of robots from a Japanese series, check them out!). I've been at Moove It since 2012, working as a developer for several projects and using different technologies along the road. I learn something new every day here!

### **About the book**

My recommendation is 'The murder of Roger Ackroyd'. This novel from Agatha Christie was voted as the best crime novel in 2013, and it was written in 1926! The premise is simple, there's been a murder in a small England village, and the village's doctor teams up with Christie's renowned detective Hercule Poirot to find who did it. While reading you'll probably start having guesses as to who the murderer is. Let me tell you, all your guesses will be wrong!

If you enjoy mysteries you will enjoy this book for sure. If you want to share your thoughts on it or have another to recommend please reach me at [lesly.acuña@moove-it.com](mailto:lesly.acuña@moove-it.com).

Happy holidays,

Lesly



**Julian Salcedo**

Developer 🇺🇷



Hey stranger! My name is Julian and I'm Colombian. I've been living in Uruguay (and working at Moove It) for a year now. I'm a really big fan of Latin American literature, so here's my recommendation:

### **About the book**

*'Love in the time of Cholera'* by Gabriel García Márquez tells a precious love story, which describes the beautiful landscapes and history of Colombia.

I'd love to hear what you think of it! Reach me at [julian.salcedo@moove-it.com](mailto:julian.salcedo@moove-it.com) and let me know.

Best wishes,

Juli



**Emanuel Canova**

Developer 

**MOOVE IT**

Hello there! I'm Emanuel, I'm an Argentinian developer who likes reading books a lot. I've been trying to read about two books a month for a few years now.

### **About the book**

'Atlas shrugged' is a novel that puts on the scene a world that can be a reality in a few years for us. It is a fascinating and gripping story with deep philosophical implications in which Ayn Rand (the author) exposes a very interesting philosophy, objectivism.

With a fascinating story about a businesswoman that faces a popular world government ideology and finds the solution in one person. Who? You need to read it to find the answer.

I must say, this one is in my top 3 of the best books that I have read. Reach me at [emanuel.canova@moove-it.com](mailto:emanuel.canova@moove-it.com) and tell me which spot it got in your ranking.

Best wishes,

Emanuel



**Gonzalo Sanchez**

Developer 

 **MOOVE IT**

Hi, I'm Gonzalo, I was born and raised in Argentina where I am actually living. I started working at Moove It three months ago as a Java developer, and until this moment I'm having nothing but good experiences here. In my free time I enjoy hanging out with my friends, swimming, playing with dogs and walking in the nature.

### **About the book**

*I don't usually find books interesting, but this is one of the few that got my attention, and it was worth reading. 'When the chocolate runs out' by Lama Yeshe, has left me a lot of valuable lessons and a new perspective on emotions and living.*

*It is short, very easy and quick to read, that's also a thing I liked he he. It gives an introduction to mindfulness (the art of being and living in the present) and also teaches how to be aware of our emotions.*

*I hope you like it, and if you want you can leave me some feedback after reading it. Write me at [gonzalo.sanchez@moove-it.com](mailto:gonzalo.sanchez@moove-it.com). I would love to hear from you!*

Kind regards,

Gonza



**Pablo Garín**  
Senior Developer 



*Hello! I'm Pablo, I'm an enthusiast when it comes to information technology and software development in general. I have more than 20 years of experience in software development and management. In addition I have spent more than 15 years teaching. Reading texts of any kind have been the basis for my professional and personal development.*

### **About the book**

*My recommendation is 'The man who counted' by Malba Taha. As an engineer by profession, mathematics accompanies me all the time.*

*This book inspired me to make decisions regarding my studies.*

*It is a very entertaining book, where it shows in a simple way, the benefits of mathematics and how they are present in all aspects of life.*

*I hope you enjoy it and find it as useful as I did. Let me know what you think about the book, write me at [pablo.garin@moove-it.com](mailto:pablo.garin@moove-it.com).*

*Best wishes,*

*Pablo*



**José María Aguerre**  
Senior Developer 



Hi! I'm José a.k.a. Checho, my brother gave me that nickname. I'm from Montevideo and currently finishing my degree in Computer Engineering. I enjoy traveling, playing soccer and snowboarding, sport I recently discovered last year when I first visited Lake Tahoe.

I've been a part of the Moove It family since mid 2015. I started as a full stack web developer and transitioned into mobile development once I was given the opportunity to do so.

### **About the book**

As the preface states, 'an analysis of economic fallacies that are so prevalent that they have almost become a new orthodoxy (...) There is not a major government in the world at this moment, however, whose economic policies are not influenced if they are not almost wholly determined by acceptance of some of these fallacies.'

'Economics in one lesson' by Henri Hazlitt debunks all these myths and gives you the chance to think by yourself, instead of following the herd.

If you enjoy it, I would love to hear your opinion. Please, feel free to contact me at [jose.aguerre@moove-it.com](mailto:jose.aguerre@moove-it.com), it would be great to hear from you!

Kind regards,  
Checho



**Jared Selcoe**  
Austin Office Lead 🇺🇸



Hello! During work I write software, develop new business, and grow our Austin office. My hobbies include programming (it's my job too, but I just love it!), painting, and weightlifting. Apparently I don't like having downtime!

I love learning about how the world works, and as such am fascinated by all manner of space and nature documentary, as well as new technologies. My wife jokes that in another life I'd be a crazy-haired high school science teacher.

### **About the book**

Rarely has a book so beautifully and profoundly captured the human condition as 'East of Eden' by David Wyatt.

It's a sweeping story that spans multiple generations, which grants you the nuanced context and background necessary to intimately understand where each character comes from, and why they are the way they are, yet is ultimately a story about each person's ability to choose their own path in life.

This story defies categorization, and is simply classic literature at its best. Enjoy!

I'd love to hear your feedback! Reach me at [jared.selcoe@moove-it.com](mailto:jared.selcoe@moove-it.com) and tell me what you thought of the book.

Kind regards,  
Jared



**Jared Selcoe**  
Austin Office Lead 🇺🇸



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### **About the book**

*The world is increasingly complex and confusing, and we're all trying to make sense of its rapidly changing dynamics.*

*'Mediated' by Thomas De Zengotita helped me put words to some of these dynamics. It's part philosophy, part sociological observation, part acerbic commentary about our current moment which brilliantly connects seemingly disparate components of our modern media environment and the culture that arises from it.*

*If you're up for some occasionally dense reading, I can't recommend this book highly enough. Please write me if you want to share some thoughts after reading it. I'd love to hear from you.*

Kind regards,  
Jared



**Leonardo Val**

Developer 🇺🇸

→ **MOOVE IT**

*Hello, how are you? I'm Leonardo, I make software as a job, by vocation and for the fun of it. I'm interested in artificial intelligence, programming languages, and basically everything that includes complex algorithms. I'm also a husband, a father, a college professor and an avid gamer (both in the digital and in the real world).*

### **About the book**

*I'm a big fan of science fiction. I've read many books, from Jules Verne to Isaac Asimov. Still, one story I'll always remember is 'Dragon's Egg' by Robert Forward.*

*It is usually sold as a hard-scifi novel, yet this is not its most distinctive feature. This is a very imaginative and original piece of literature. It manages to make the reader identify with one of the most alien creatures imaginable, being entertaining in the process. I hope you enjoy it as much as I did.*

*I hope you enjoy it as much as I did. Also, if you want you can leave me some feedback after reading it. Write me at [leonardo.val@moove-it.com](mailto:leonardo.val@moove-it.com).*

Best wishes,

Leo



**Lucas Aragno**

Technical Architect 🇦🇷



Hello, there! My name is Lucas and I'm from Tandil, in Argentina. Recently I celebrated my 4th year here at Moove It. I do code and read a fair bit, I also collect books. This is one from my collection:

### **About the book**

My recommendation is 'Norse Mythology' by Neil Gaiman. I really liked this book, I don't usually have time to read big/long books anymore but this is just a collection of small stories or myths pretty good to read one or two per day on a bus ride, plane or whatever. Also if you have kids or any children to read it too it's really cool to share with them.

If you enjoy it, I would love to hear your opinion. Please, contact me at [lucas.aragno@moove-it.com](mailto:lucas.aragno@moove-it.com), it would be great to hear from you!

Best wishes,

Lucas



**Lucas Aragno**  
Technical Architect 🇺🇸



*Hello, there! My name is Lucas and I'm from Tandil, in Argentina. Recently I celebrated my 4th year here at Moove It. I do code and read a fair bit, I also collect books. This is one from my collection:*

**About the book**

*My recommendation is 'Daytripper' by Fabio Moon and Gabriel Bá. This is a comic book yes, but I think is one of the best things I've read this year. It's a quick read and a good story by two authors from South America.*

*If you enjoy it, I would love to hear your opinion. Please, contact me at [lucas.aragno@moove-it.com](mailto:lucas.aragno@moove-it.com), it would be great to hear from you!*

*Best wishes,  
Lucas*



**Ariel Ludueña**  
Chief Executive Officer 🇪🇸



Hello there!

I'm Ariel, a passionate entrepreneur and technologist. I'm also a proud dad, a windsurf lover and a motorcycle rider. Here's my book recommendation to you:

### **About the book**

*'Good to great' is a research-based book about companies that transitioned from good to great: starting from a 10-year fallow period followed by 15 years of increased profits.*

*It's a very well-written book and super insightful. I recommend it not only to CE's and business leaders, but to anyone keen on self improvement, since many of the concepts talked about on the book can be applied to our life.*

*I hope you enjoy it as much as I did. If you want to recommend me something else or just leave me your thoughts on this book, feel free to write me at [ariel.ludueña@moove-it.com](mailto:ariel.ludueña@moove-it.com)*

Best wishes,

Ariel



**Victoria Bernini**  
Team Leader 🇺🇸



*Hello, I'm Victoria, but everyone here knows me as Vic. I'm a proud (and worried) mother of a teenage boy. I love to spend time with family and friends, reading or enjoying a good movie. I try to stay focused on the important aspects of life and enjoy as much as possible.*

### **About the book**

*My recommendation is 'The power of now' by Eckhart Tolle. I think it's important to learn how to enjoy the present and not live in the past or future, and this book offers great insight on how to achieve it.*

*I hope you enjoy it as much as I did. If you want to share some thoughts on it or maybe recommend a book to me, please write me at [victoria.bernini@moove-it.com](mailto:victoria.bernini@moove-it.com) I'd love to hear from you.*

All the best,  
Vic



**Sebastián Paz**

Developer 🇺🇸

→ MOOVE IT

*Hi! I'm Sebastian. I'm best known as the only person in the company that was born and raised in Rivera, a small town in the north of our country. I had to move to the big city a few years ago later to accomplish my dream: to have a degree in computer science.*

*Developing software is my favorite hobby. I joined Moove It a little over a year ago. Moove It has taught me that working hard and having fun at the same time is possible, it simply happens to me every day.*

### **About the book**

*I thought about 'Cosmos' by Carl Sagan mostly, because of my hometown. Rivera has a lot of beauty during the nights because it has no light pollution, meaning we have a sky full of stars.*

*I remember spending nights watching the stars with my friends while telling tales about past events, or having deep and inspiring talks about who we will become in the future. We probably didn't know it at that time, but we saw stars as a way to connect with each other.*

*I really hope you enjoy this book as much as I did. If you want to recommend me something to read or just leave me your thoughts on this book please reach me at [sebastian.paz@moove-it.com](mailto:sebastian.paz@moove-it.com)*

All the best,

Seba



**Guillermo Chao**

Developer 🇺🇸

→ **MOOVE IT**

Hey, I'm Guillermo. I'm 22 years old and I've been working at Moove It for almost 4 years now! I'm a big metalhead, but I love music in general. From Dream Theater to Elvis Crespo. A very eclectic music taste I would say. Other hobbies of mine are playing video games, watching movies (I LOVE 'B rated' movies, and pretty much everything that's bizarre. Special mention to SyFy Channel's 'Shark Week')

### **About the book**

Hannah Fry is an English Mathematician that I love. 'The indisputable existence of Santa Claus' is about Christmas related maths: applying game theory to, for example, shopping lists. It is written in a very entry level language, it is not a scientific book.

In the book she explains, using applied mathematics, that every person can understand and use them on a daily basis. Don't be afraid of mathematics! (BTW: Did you know that there are infinitely many numbers which cannot be represented by a finite step algorithm? Awesome right?)

I'd love to hear your feedback! Reach me at [guillermo.chao@moove-it.com](mailto:guillermo.chao@moove-it.com) and tell me what you thought of the book.

All the best,

Guille



**Jared Selcoe**  
Austin Office Lead 🇺🇸



Hello! During work I write software, develop new business, and grow our Austin office. My hobbies include programming (it's my job too, but I just love it!), painting, and weightlifting. Apparently I don't like having downtime!

I love learning about how the world works, and as such am fascinated by all manner of space and nature documentary, as well as new technologies. My wife jokes that in another life I'd be a crazy-haired high school science teacher.

### **About the book**

My recommendation is 'Born a crime'. This autobiographical book is just wonderful. Trevor Noah was born in South Africa during apartheid to a black mother and white father. Thus the book's title, given it was literally illegal to mix races.

This is a story about how people aren't as different as they seem, and is equal parts heart wrenching, touching, and hilarious.

If you like the beginning, get the audiobook. Language plays a big part in the message, and he speaks 7 languages, moving between them effortlessly to great effect!

I'd love to hear your feedback! Reach me at [jared.selcoe@moove-it.com](mailto:jared.selcoe@moove-it.com) and tell me what you thought of the book.

Kind regards,  
Jared



**Jared Selcoe**  
Austin Office Lead 



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I love learning about how the world works, and as such am fascinated by all manner of space and nature documentary, as well as new technologies. My wife jokes that in another life I'd be a crazy-haired high school science teacher.

### **About the book**

If you like shows like '30 Rock', 'SNL', or just comedy in general, 'Bossypants' is a must-read. Tina Fey is a comedy giant, and it shows throughout this hilarious, insightful book.

She effortlessly spins together these themes of growing up, navigating a man's world, not taking yourself too seriously, and the absurdity of showbiz with casual social observations. The end result is a truly fun not-quite-autobiography.

If you like the first bit, I highly recommend the audiobook - her voice really adds to it!

I'd love to hear your feedback! Reach me at [jared.selcoe@moove-it.com](mailto:jared.selcoe@moove-it.com) and tell me what you thought of the book.

Kind regards,  
Jared