

Joaquín Cuenca Abela

CEO & Co-Founder, Magnific

Joaquín Cuenca Abela is an engineer who kept stumbling into problems worth solving. He grew up in Cox, a small town in Alicante. Studied Computer Engineering and Physics at the Universities of Valencia and Paris-Sud XI — first in his class in engineering — and started his career writing code in Paris. One thing led to another. He co-founded Panoramio, a platform for geolocated photos that became the photo layer in Google Earth and the first Spanish company ever acquired by Google, in 2007. He spent three years at Google in Zurich as Tech Lead, learning how world-class technology operates at scale. Then he came to Málaga — partly because of love, he'll tell you — and got back to building.

In 2010, a co-founder needed illustrations for an app. Finding free, quality graphics was a nightmare, so they made a search engine for themselves, published it, and within a month, over 100,000 people had shown up. That was the spark. They bootstrapped everything — no VC, no external capital — and grew organically for a decade. Today, Magnific serves nearly one million paying subscribers. Sixty percent of new users now arrive through AI tools, a business built in just over two years that matches what the previous decade took to achieve.

His conviction sits at the core of everything Magnific is doing: the Industrial Revolution created blue-collar work, the Digital Revolution created white-collar work, and generative AI is creating what he calls the "no-collar economy". A creative economy where millions of people who never had the tools to tell their stories through film, design, or visual media will finally be able to do so. AI compresses the technical side of creative work toward zero. What remains — taste, intention, the ability to move people — is entirely human. The execution cost is going to zero. What will always matter is having something worth saying.

Joaquín recently started using Magnific's own tools to make comics for his kids. He says it's one of the most satisfying creative experiences he's had. A perfect example of what they're building.

"An artist trains two things: their eye and their technique. AI is compressing the technique side toward zero. The eye — the vision, the message, the creative direction — that remains entirely human. The creative evolves into something closer to a creative engineer."

— Joaquín Cuenca Abela, CEO & Co-Founder, Magnific