



Derrell A. Maxwell

Entrepreneur & CEO

About Me

My name is Derrell Maxwell and I am an entrepreneur and CEO with more than two decades of experience in technology and digital innovation. I began my entrepreneurial journey at age twenty with my first company while studying in the Netherlands, and since then I have continued building multiple businesses focused on business technology, digital solutions, automation, and innovation. In 2015, I founded IBS, which has since expanded into a regional group with operations in Panama, Miami, and Colombia. I later launched Digital View, Aruba's first DOOH media network, and I continue developing technology-driven initiatives that support modernization and digital transformation across Aruba and the wider Caribbean and Latin America.

Feedback Statement:

I am submitting my candidacy for a second term as a board member of the Aruba Chamber of Commerce in the small and medium companies division. Serving during the past three years has been meaningful and has strengthened my commitment to supporting Aruba's entrepreneurial community. During this term, I had the honor of serving as chairperson of the Events Committee, where we focused on creating high-impact networking events that connected industries, encouraged collaboration, and strengthened the Chamber's role in fostering entrepreneurship and economic growth. As an entrepreneur who built multiple companies from the ground up, I know firsthand what it means to face barriers when starting and scaling a business in Aruba. Having built everything from humble beginnings without inherited resources, I understand the real challenges entrepreneurs encounter, especially access to funding, support systems, and opportunities. This experience drives my mission to help ensure that current and future entrepreneurs have better tools, resources, and pathways to success.

If elected for a second term, I will continue advocating for innovation, modernization, digital transformation, and policies that create opportunities for local companies to grow, scale, and compete regionally and internationally. I believe Aruba has the talent, capacity, and potential to become a regional hub for technology-driven and future-focused industries.

"A rising tide lifts all boats." — John F. Kennedy As the Chamber of Commerce and its board members, our responsibility is to help build that tide by advocating for innovation, expanding access to opportunity, and strengthening a thriving entrepreneurial ecosystem in Aruba.