



María Arín

ARTIFICIAL INTELLIGENCE & INNOVATION DIRECTOR

Innovative and results-driven director with 15 years of experience in innovation strategy, project management, and team leadership. Proven ability to foster creativity, collaboration and bring new products and services to market. Skilled in identifying emerging trends and opportunities, developing innovative solutions and executing on ideas to achieve business goals.



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WORK EXPERIENCE

ARTIFICIAL INTELLIGENCE DIRECTOR

Impacting Digital / 2021 - Present

- Lead the AI department and oversee the development and implementation of AI solutions across the organization.
- Develop and execute AI strategies to enhance operational efficiency, improve decision-making processes, and drive revenue growth.
- Conduct research on emerging AI technologies, stay updated with industry trends, and evaluate their potential applications within the organization.

INNOVATION DIRECTOR

Impacting Digital / 2019 - 2021

- Led a team of 15 professionals responsible for innovation strategy and execution, developed and executed the innovation roadmap resulting in an increase in revenue by 25%.
- Created new business models and go-to-market strategies, generating 20+ new product offerings and increased customer satisfaction by 25%.
- Developed and managed strategic partnerships with key industry players, enabling access to new technology.

INNOVATION DIRECTOR

Smarkio / 2014 - 2019

- Developed and implemented a new customer feedback process, resulting in a 40% increase in customer satisfaction and a 15% increase in customer retention.
- Developed strategic partnerships with key technology companies, resulting in a 55% increase in revenue and market share.

INNOVATION MANAGER

AdClick / 2010 - 2014

- Led cross-functional teams in implementing innovative solutions resulting in a 13% reduction in operating costs.
- Collaborated with sales and marketing teams to drive the adoption of new products.

SKILLS

- Innovation Strategy;
- Project Management;
- Digital Product Development;
- AI strategy development and implementation;
- Business Model Innovation;
- Market and Data Analysis;
- Technology Scouting;
- User Research;
- Technology Trend Analysis.