

My name is María Arín and I'm a highly accomplished Artificial Intelligence and Innovation Director. With 15 years of experience in innovation strategy, project management, and team leadership, I am driven by a passion for fostering creativity, collaboration, and bringing new products and services to market.

I have fortified my expertise through a solid educational foundation. I hold a Bachelor's degree in Business Innovation, which provided me with a comprehensive understanding of the theoretical and practical aspects of these fields. Building upon this foundation, I pursued a Master's degree in Artificial Intelligence and Innovation, further honing my skills and knowledge in advanced AI technologies, innovation strategies, and cutting-edge research. My educational background has not only equipped me with a strong theoretical framework but also instilled in me a passion for continuous learning and staying at the forefront of industry advancements.

I am fluent in three languages: Spanish, Portuguese, and English, which enables me to effectively communicate and collaborate with diverse teams and stakeholders on a global scale. This linguistic proficiency has been invaluable in my professional journey, allowing me to engage with individuals from different cultures and backgrounds, and facilitate seamless collaboration across international projects.

Throughout my career, I have consistently demonstrated an ability to identify emerging trends and opportunities, develop innovative solutions, and execute on ideas to achieve business goals. As the Artificial Intelligence Director at Impacting Digital, I have been leading the AI department and overseeing the development and implementation of AI solutions across the organization. My role involves developing and executing AI strategies to enhance operational efficiency, improve decision-making processes, and drive revenue growth. Additionally, I stay updated with industry trends, conduct research on emerging AI technologies, and evaluate their potential applications within the organization, always ensuring compliance with data privacy and security regulations and maintaining ethical standards in AI development and deployment.

My experience as an Innovation Director at Impacting Digital has been equally rewarding. Leading a team of 15 professionals, I developed and executed an innovation roadmap that resulted in a remarkable 25% increase in revenue. I am proud to have created new business models and go-to-market strategies, generating over 20 new product offerings and significantly increasing customer satisfaction. In addition, I spearheaded the implementation of a new

product development process, which led to a remarkable 20% increase in product launch success rates. The ability to bring together diverse talents and forge strategic partnerships with key industry players has been instrumental in driving innovation and opening access to new technologies.

During my tenure as an Innovation Director at Smarkio, I directed the innovation team in developing and launching over 20 new products. Notably, I implemented a new customer feedback process that resulted in a 40% increase in customer satisfaction and a 15% increase in customer retention. Building strategic partnerships with key technology companies played a crucial role in achieving a remarkable 55% increase in revenue and market share.

Earlier in my career as an Innovation Manager at AdClick, I coordinated the development and launch of more than 15 new products. By leading cross-functional teams, I successfully implemented innovative solutions that led to a significant 13% reduction in operating costs. Collaborating closely with sales and marketing teams, I played a key role in driving the successful adoption of new products.

My skill set encompasses innovation strategy, project management, digital product development, AI strategy development and implementation, business model innovation, market and data analysis, technology scouting, user research, and technology trend analysis. I firmly believe in the power of continuous learning, which is why I have pursued professional certifications, including Microsoft certifications in Artificial Intelligence and innovation. These certifications have equipped me with a comprehensive understanding of cutting-edge AI technologies and their practical applications in driving innovation and business success.

I am an innovative and results-driven director who is passionate about leveraging emerging technologies to drive transformative change. With my extensive experience, language proficiency, and dedication to ongoing professional development, I am confident in my ability to make a profound impact on any organization I serve.