

Frida Daniela Ruiz Martinez

+44 7387067247 · i.am@fridaruh.com · [linkedin.com/in/fridaruh](https://www.linkedin.com/in/fridaruh)
137 Upper Lewes Road, Brighton, BN2 3FD, United Kingdom

ABOUT ME

AI Product Leader with a strong track record in designing, deploying, and scaling machine learning products across retail, financial, and tech sectors. Proven expertise in leading cross-functional teams, defining product roadmaps, and integrating LLMs, NLP, and AI-powered automation. Experienced in end-to-end product ownership, from ideation to deployment using cloud platforms. Passionate about human-centered AI, with a deep understanding of data privacy, governance, and social impact. Speaker, founder, and AI advocate through global collaborations and educational initiatives.

KEY COMPETENCIES

AI Product Strategy	Prompt Engineering	Cross-Sector Collaboration
Ethical AI & Governance	Foresight Thinking	Human-Centered Design
LLMs & NLP	AI Automation	Machine Learning Deployment
Communication & Advocacy	Leadership for Social Impact	Data Privacy and Model Monitoring

PROFESSIONAL EXPERIENCE

Google Mexico **Feb 2023 - May 2024**
Value Based Bidding & Creatives Search Specialist for SP LATAM

As a VBB Specialist I was in charge of the creation of bidding strategies to optimize bid offers on search using Artificial Intelligence algorithms to target dynamic conversion values by advertisers and as a Creatives Search Specialist I improved and optimized assets (text, images and creatives) for SP LATAM clients.

Accomplishments:

- Led AI-driven strategy for integrating Bard (Gemini) and Search Generative Experience across SP LATAM markets.
- Developed privacy-compliant forecasting models using first-party data, improving targeting precision.
- Delivered Go-To-Market AI strategies for creative automation (ACA) and generative assets.
- Created training content on prompt engineering and AI modeling for partners and clients.
- Drove measurable results through CLTV, churn, and score models for global advertisers.

Google Mexico **May 2022 - Feb 2023**
Value Centric Measurement Lead for SP LATAM

Specialist in value-focused measurement or VCM, which is the use of advertiser signals to indicate the monetary or commercial value of a transaction, understanding that not all transactions carried out in the offline and online world are the same. This value approximation takes into account forecasting models for first-hand sources of information or better known as "First Party Data" in the privacy ecosystem.

Accomplishments:

- Optimized AI bidding algorithms for dynamic conversion targeting.
- Enhanced advertiser asset performance across SP LATAM, contributing to market growth in Mexico and Colombia.
- Delivered workshops on AI, data strategy, and Google Ads automation.
- Delivered workshops and conferences on first-party data and privacy to agencies and global clients, enhancing their understanding and application of data privacy practices.

Jüsto Mx (Retail)**Sept 2021 - Apr 2022****Data Scientist**

Led the development of AI and ML strategies, created user engagement models, utilized NLP for social listening, formulated dynamic pricing strategies, and contributed to the company's loyalty program, all aimed at enhancing customer satisfaction and business growth.

Accomplishments:

- Owned product development of AI solutions, including demand forecasting and last-mile route optimization.
- Led AI squad and deployed NLP models for social listening and sentiment analysis.
- Designed dynamic pricing algorithms to balance revenue with customer satisfaction.
- Integrated ML pipelines with Docker & Kubernetes for scalable deployment.

Banco Santander Mexico (Financial Banking)**Aug 2019 - Sept 2021****Data Planner Manager**

Developed Machine Learning models for optimization, pattern detection, and recommendation systems. I analyzed data, created visualization dashboards for strategic decision-making, and contributed to workgroups across several areas such as Fraud Protection, Mortgage Credit, Santander Universities, Private Banking, and Credit Card, providing valuable analysis and insights.

Accomplishments:

- Managed a team of 6 to deliver Data products across banking verticals (Fraud, Credit Cards, Mortgages).
- Built fraud detection models reducing incidents by over 70% in 10 months.
- Deployed predictive analytics dashboards used by C-level stakeholders.
- Delivered end-to-end ML models in the data lake environment.

Distrito Emprendedor (Consultancy)**Dec 2016 - Sept 2019****Analyst**

Focused on quantitative and qualitative analysis, with a particular emphasis on financial analysis and modeling for startups and SMEs, tailoring it to their specific business models. I validated business ideas using innovative digital tools and commercial strategies, providing detailed analysis and strategic recommendations for the optimization of operations and maximization of revenue.

Accomplishments:

- Supported early-stage ventures with financial structure optimization.
- Validated business models using digital tools and data-driven recommendations.
- Implemented commercial strategies that resulted in significant improvements in operational efficiency and profitability for the advised SMEs.

EDUCATION

University of Sussex

- MSc Human and Social Data Science (August 2025–April 2026)

MIT xPRO

- Design and Development of Artificial Intelligence Products and Services (2024)

Universidad Anáhuac Mayab

- Quantum Computer Dipmoma (2023 - 2024)

Centro | Diseño, Cine y Televisión

- Specialization in Foresight and Futures (2022 - 2023)

ITESM

- Digital transformation and Analytics (Specialization in Big Data and Data Science) (2020 - 2021)

Universidad Anáhuac México

- Diploma in Fintech Business Model (2017 - 2017)
 - Bachelor in Corporate Finance (2015 - 2017)
 - Bachelor in Actuary (2013 - 2017)
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SOFTWARE TOOLS

Google Environment:

- Google Ads
- Google Analytics
- PLX

Other Cloud Services:

- Virtual Machines (Azure)
- Azure Kubernetes service
- SageMaker (AWS)

Programming languages:

- Python for ML & AI
- Python Spark

Google Cloud Platform:

- Vertex AI (APIs: Gemini, Imagen 2, Dialogflow)
- Vertex AI Vision
- Natural Language
- Kubernetes
- Docker
- BigQuery
- SQL
- Looker
- Search & Conversation

Data Visualization & others:

- Zapier
 - Logic Pro X
 - iMovie
 - Tableau
 - DataPrep - Tableau
 - SAS
 - Power BI
 - Github
 - Apache Spark
 - Hadoop
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PROJECTS

AI The New Sexy (Podcast, conferences, workshops & more) Founder

August 2018 - Current

Divulcation through **audiovisual content** communicating in a simple and understandable way for everyone. Our content is available in written format on Medium and LinkedIn in addition to the most popular streaming platforms.

Our mission is to **open spaces for women** to collaborate, expose and analyze Artificial Intelligence topics from their areas of expertise.

We collaborate with **public and private institutions** guiding decision-making with strategic analysis of technology trends and their impact. Some of our partners are: ONU Mujeres, British Embassy in Mexico, Canadian Embassy in Mexico, Gobierno de Morelos, Banco Santander México, World Economic Forum through Global Shapers, Risk Mathics, ISDI, Asociación de Bancos de México, MIT Sloan, Collective Academy, Colegio de Contadores, COPARMEX, IMEF Ejecutivo, IMEF Universitario, among others.

Wavy Node (wavynode.com)
COO and Founder

August 2024 - Current

Focused on detecting suspicious wallet behavior, analyzing on-chain and off-chain data, and translating complex technical signals into clear risk insights for product and business teams. I also contribute to the development of public-interest tools and SaaS solutions aimed at strengthening AML practices across the Web3 ecosystem.

- Led the creation and execution of the AI strategy
- Directed the development and deployment of LLM-based solutions, including knowledge management tools, and RAG architectures to create regulatory reports for government entities in Colombia and Mexico.
- Built and managed cross-functional squads to deliver machine learning pipelines using Vertex AI and OpenAI APIs, ensuring alignment with business goals and customer needs.
- Delivered measurable outcomes through AI automation initiatives in marketing, customer support, and reporting for clients in Latin America.
- Spearheaded operational scaling, talent acquisition, and KPI tracking to support rapid product iteration and go-to-market readiness.

VOLUNTEERING

Global Shaper at World Economic Forum

Dec 2018 - Current

Vice-Curator of the Mexico City Hub and during my tenure I have collaborated on multiple projects:

- Shapeando ComunidadTrans  : A project in collaboration with the Mexican Federation of LGBT Entrepreneurs to provide resources to the trans community to support them in job searching.
 - Igualdad Ya!: A project aimed at understanding the gender pay gap in Mexico within the tech industry: its statistics and possible reasons; we have actions in academia, companies, and government.
 - Comunidad Segura: A Python-developed bot that seeks to gather information regarding minor crimes reported on Twitter to compile analysis and proposals for public initiatives.
 - AI For Good: Mapping of the leading companies in Mexico that employ Artificial Intelligence for the common good.
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