



## SEBASTIÁN RUALES

Widely recognized in Latin America as a prominent benchmark in digital business, entrepreneurship, and Venture Capital

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- Founding team member of Rappi, the first Unicorn in Colombia that has reached a valuation of US\$1,000 million
  - Former Global Head of New Business at Rappi, where he built and developed the Monetization model of the company and focused on business development and new businesses
  - Serves as an independent consultant to several StartUps in Latin America, advising on product and commercial strategy
  - Partner for Latam and Member of the Entrepreneurial Internship Residence (EIR) program of 8VC
  - Co-founder of BIA app, a pioneering company at the forefront of the energy industry
  - Managing Partner and Co-founder of Opera Capital, an early-stage VC in Latam with a 20-company portfolio, and Venture Partner of MatterScale Ventures
  - Speaker at major international forums such as Concordia Americas or TED Talks
  - Expert in disruption of traditional business models, e-commerce, Super-Apps, funding, scale ups and startups
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Sebastián Ruales is an expert in innovation, entrepreneurship and digital economy who has quickly become an industry benchmark in digital business, empowering omnichannel strategies and commercial ecosystems for entrepreneurship and transformation in Latin America.

Prior to tech and VC, he had marketing and commercial strategy roles in the CPG industry, where he worked for L’Oreal, Quala and Johnson & Johnson, having received several awards including the Merit Award for the Best Employee. He worked in marketing areas (trade and shopper), as well as sales. In the middle of his career, he decided to "plunge into the void" - as he mentioned in his TEDTalk - to become part of Rappi, an emerging company in the region’s digital ecosystem, to which he significantly contributed to the point he helped it become the first Colombian Unicorn, valued at over U\$ 1 billion, and one of YCombinator's most successful companies, which obtained financing from Sequoia Capital, DST Capital and Andreessen Horowitz, among others.

He is a speaker and consultant for Start-Ups in the initial capital-raising phase, with direct impact on the development of their business strategies and monetization models.

Sebastián Ruales studied an MBA at the A.B. Freeman School of Business at Tulane University (USA), a Master’s in Business at Icesi University in Cali, an EP in VC from the Wharton School and an EP from Singularity University.

## **TEMAS**

- Retail Transformation (omnichannel and digital purchase)
- Social Impact in Collaborative Economy Models
- Capital-Raising and VC's
- Technology as a means, not as an end
- Marketing in the Digital Age
- Intrapreneurship
- Efficient Innovation Models

- Organizational Culture and Leadership in Hyper-Growth Companies
- Fintech: From Retail to Cashless
- Disruption of traditional business models
- E-commerce
- Super-Apps
- Funding
- Scale ups
- Startups

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## **PROGRAMAS**

### **Rappi: Transforming the Latin American Trade Eco-System**

The world's commercial ecosystem has changed at a dizzying rate. In fact, the greater connectivity, the growth of emerging middle classes, increasingly chaotic cities, and the birth of the first digital natives have created the perfect storm for new platforms and marketing channels to gain prominence in the world. Learn about the history of Rappi, the company that in only 3 years managed to become the first Colombian Unicorn and the fastest-growing technology company in Latin America. Learn how they got here, their history, business model and how they intend to become the largest technology company in Latin America.

### **How to Do Business through Technology**

Where should my business head? What should be the right mix in my omnichannel strategy? Should I rethink how I use my media? Is it time to restructure my Go-to-Market model? These and many more questions are being asked by thousands of companies that have seen the digital transformation as a great opportunity to grow their businesses; however, not many really know where to start. Based on my experience, I have had the opportunity to meet and interact with the staffs of the most important companies in the world and learn what they have done well and what they could improve.

**What does it mean to be an intra-entrepreneur and how can this mentality improve your corporate culture**

A key factor behind successful ventures is the culture where a company's employees, both managers and those at any level, are attuned to the company to the point that they feel like its partners. A culture based on the principles of reciprocity, humility, constant learning, passion, and speed can make the difference between continued growth or the end of the company. Learn what are the principles that this type of companies is built on and how they can be adapted to your business.

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## CONDICIONES

- **Travels From:** Bogotá D.C., Colombia
- **Fee RangeColombia:** COP 15.000.001 to COP 25.000.000
- **International:** USD 10.001 to USD 20.000

\*Fee Range:

Fee ranges listed on this website are intended to serve as a guideline. Please note: if a speaker has a fee range listed such as USD \$20,000-\$40,000, it indicates that the fee falls within that range. Speakers' fees are subject to change without notice. Fees often vary based on several factors, including speaker's availability, length of presentation, supply and demand, and event location, among others. Please contact us with your specific event details and requirements, and we will provide you with a precise quote.

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