

SEBASTIÁN RUALES

Visionary Entrepreneur, Innovator, and Sustainability Advocate in Latin America

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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

Sebastián Ruales is a pioneering entrepreneur and one of Latin America's most influential figures in startups, venture capital, and sustainability. With a proven track record of building transformative companies and scaling them globally, Sebastián is recognized as a benchmark for innovation, leadership, and sustainable growth.

As the Founder and CEO of Bia Energy, Sebastián is revolutionizing the energy sector in Latin America. By integrating cutting-edge technology and AI, Bia Energy is replacing outdated energy systems with smarter, more efficient infrastructure, empowering consumers and setting a new standard for sustainability. With investments from Kaszek, 8VC, Global Founders Capital, IDB Global Climate Fund, and RA Capital, Bia Energy has emerged as a leader in scalable and sustainable energy solutions, further solidifying its position as a bankable and reliable player in the energy market.

Prior to founding Bia, Sebastián was a founding team member at Rappi, where he played a pivotal role in driving the company's revenue growth, monetization strategy, global partnerships, and new business developments. His contributions were instrumental in Rappi's evolution into Colombia's first unicorn and one of Y Combinator's most successful alumni, with a valuation surpassing $1 billion.

Beyond his entrepreneurial ventures, Sebastián is a Managing Partner at Opera Capital and Venture Partner at MatterScale Ventures, supporting high-impact startups across Latin America. As part of the 8VC Entrepreneurial Internship Residency (EIR) program, he advises founders on navigating the complexities of scaling businesses in emerging markets.

Sebastián is deeply committed to advancing sustainability and innovation. At Bia Energy, he has created a business model that demonstrates how profitability and environmental stewardship can work hand in hand. His insights on building scalable, impactful businesses make him a sought-after speaker and thought leader.

His early career in L'Oréal, Quala, and Johnson & Johnson gave him a strong foundation in

marketing and sales, earning him accolades such as the Merit Award for Best Employee. This corporate experience, combined with his entrepreneurial grit, has enabled Sebastián to build, scale, and lead some of the most innovative companies in the region.

Sebastián holds an MBA from Tulane University, a Master's in Business from Icesi University, an Executive Program in Disruptive Innovation from Stanford Graduate School of Business, and an Executive Program from Singularity University.

TEMAS

Sebastián tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- 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

PROGRAMAS

Artificial Intelligence: Transforming Business and Society

Explore how AI is reshaping industries and unlocking new opportunities in sectors like

energy, retail, and finance. Learn how to harness AI to optimize operations, drive sustainability, and stay ahead in a rapidly evolving market.

Revolutionizing the Energy Sector with Technology and Sustainability

Dive into Sebastián's journey with Bia Energy and explore how innovative infrastructure, scalable models, and AI-driven solutions are disrupting traditional energy systems. Discover how sustainability and profitability can coexist to create impactful change.

Scaling High-Impact Startups in Latin America

Sebastián shares his blueprint for launching and scaling transformative companies like Rappi and Bia Energy. From funding and operational strategy to building global partnerships, this session provides actionable insights for ambitious entrepreneurs.

Venture Capital in Latin America: Navigating Opportunities and Challenges

Sebastián decodes the Latin American VC ecosystem, offering insights into securing investments, understanding investor dynamics, and positioning startups for success.

Sustainability Meets Profitability: Building the Future of Business

This session highlights the intersection of sustainability, innovation, and economic growth. Learn how businesses can drive positive climate impact while achieving measurable financial success.

Leadership in Hyper-Growth Companies

Sebastián introduces his principles of Extreme Ownership, Zero Procrastination, and creating a go-getter culture. Discover how to align teams with a shared vision and lead through hyper-growth phases effectively.

The Rappi and Bia Playbook: Disrupting Industries with Vision and Strategy

Unpack the strategies behind two groundbreaking companies—Rappi and Bia Energy. Learn how these ventures disrupted traditional markets, scaled globally, and became leaders in their respective sectors.

CONDICIONES

- **Travels From:** Bogotá D.C., Colombia
- **Fee Range:** Please Inquire
