SPEAKER KIT

GILDA ALVAREZ
LATINA IN DATA

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In today's evolving landscape, data stands as a pivotal force, shaping transformative innovations like AI. Global upskilling prioritization is essential for equitable progress. Inclusion of underrepresented minorities is imperative to ensure empowerment for all."

~ GILDA ALVAREZ

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From the Andes mountains to the forefront of the digital revolution, Gilda Alvarez's journey is extraordinary. Inspired by her grandmother's resilience and the scenic beauty of her childhood, Gilda embarked on a path that would take her from the modest beginnings of a coffee farm to becoming a leading figure in the world of data.

Her grandmother, a formidable woman whose determination and sacrifices ensured her ten children received a college education, instilled in Gilda the values of perseverance and the transformative power of learning. This deep-rooted belief in education as a vehicle for change steered Gilda towards exploring data science, recognizing its critical role in shaping future generations and economies.

As the visionary CEO and founder of Waveform Data Solutions, Gilda brings over 20 years of expertise in navigating the complexities of data solutions, migrations, and optimizations across on-premise and cloud platforms. Her career is a testament to overcoming barriers, including the notable absence of Latinas and other underrepresented minorities in data science. In response, she established Latinas in Data, a pioneering nonprofit aimed at mentoring and empowering women in tech and data roles.

Under Gilda's stewardship, Waveform Data Solutions is about more than technological excellence; it embodies her commitment to diversity and inclusivity in data science. Her mantra, "Diversity is being invited to the party; inclusion is being asked to dance, and equality is partaking in party planning," encapsulates her mission to foster a more equitable space within the tech industry

Gilda Alvarez captivates audiences with her insightful perspectives on technological advancement and its ripple effects across various industries. With a background deeply rooted in technology, data, AI, and business strategy, Gilda brings expertise and real-world experience to the stage, making complex concepts accessible and actionable for her audience. Her dynamic speaking style, characterized by engaging storytelling and a genuine passion for digital evolution, helps her to connect with attendees on multiple levels, from the tech-savvy to the digital novices.

Before becoming a sought-after speaker on the global circuit, Gilda honed her skills in the trenches of the tech world, leading teams toward groundbreaking innovations and guiding businesses through significant digital transitions. Her ability to foresee industry trends and articulate the practical implications of emerging technologies makes her sessions enlightening and profoundly impactful. Gilda's presentations go beyond mere lectures; they are a refreshing call to action for individuals and businesses alike to harness the power of digital tools to shape their futures.

Here are a few of the workshops she offers. These and others she has available can be customized for your audience or transformed into a workshop:

HOW TO SURVIVE AI IN THE WORKPLACE:

In her compelling speech, "How to Survive AI in the Workplace," Gilda Alvarez dissects the intricate dance between rapid technological advancements and career sustainability. With a keen focus on the seismic shifts powered by data analytics and Artificial Intelligence, Gilda guides her audience through employment opportunities and the imminent obsolescence of certain job roles. She highlights the necessity of understanding these changes and actively preparing for them by acquiring new skills or considering complete career transformations. Her insight is predicated on the reality that some professions will not withstand the AI revolution, therefore preemptive adaptation is critical.

Gilda's narrative is both a warning and a beacon of hope; it articulates the importance of resilience and adaptability in an AI-dominated era. She elaborates on the specific technical backgrounds that will become invaluable as industries pivot towards more AI-integrated operations. Her speech is not only about surviving the waves of change but thriving within them by foreseeing the future demands of the workplace and recalibrating career paths accordingly. Attendees are empowered with survival skills essential for navigating the intricate dynamics of the business world during the AI revolution.

HOW TO SURVIVE AS A WOMAN IN THE TECH INDUSTRY:

In her speech, "How to Survive as a Woman in the Tech Industry," Gilda Alvarez draws from her experiences and expertise, guiding the audience through everything from the challenges of AI in the workplace to the specific hurdles faced by women in the technology

sector. She believes that surviving as a woman in tech requires more than technical understanding; it necessitates a psychological toolkit designed for resilience, negotiation, and self-promotion.

This presentation is both a practical guide and an inspirational roadmap for women navigating the complexities of a tech career. Gilda inspires her audience to climb the proverbial mountain with confidence and poise by sharing personal anecdotes and actionable advice. "How to Survive as a Woman in the Tech Industry" is a call to action for women to carve out their own spaces in the technology realm, armed with knowledge, resilience, and a community of support.

SURVIVING THE DIGITAL TRANSFORMATION IN BUSINESS:

In Gilda's speech, "Surviving the Digital Transformation in Business," she talks about how businesses can thrive amidst the whirlwind of technological change, particularly the advent of cloud computing and the pervasive influence of Data and AI. This new presentation dives into survival strategies for businesses grappling with the rapid shift to digital, emphasizing that the current technological revolution is not just about transitioning to the cloud or adopting AI—it's about fundamentally rethinking how businesses operate in a data-driven world.

Gilda argues that mastering these digital tools requires a keen understanding of their implications on business models, customer relationships, and the global marketplace. By equipping attendees with knowledge about the potential pitfalls of digital transformation, Gilda aims to transform apprehension into action, encouraging businesses to adapt to these changes and harness their power to foster innovation and competitive advantage.
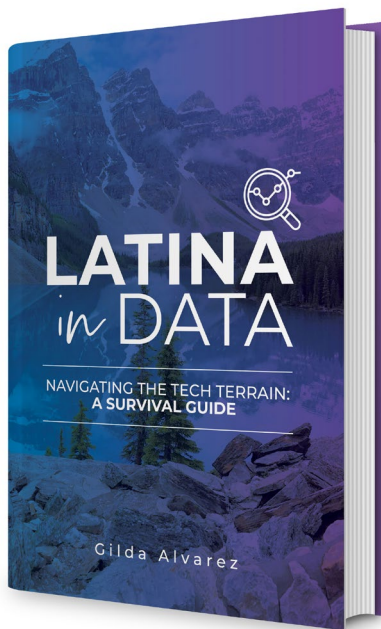
MY JOURNEY: FROM SMALL BEGINNINGS TO BIG DATA DREAMS:

Born into the warm, vibrant culture of Ecuador and raised by her grandmother, a woman of wisdom, resilience, and encouragement, Gilda Alvarez's story echoes the dreams and aspirations of many who dare to look beyond the horizon of their immediate surroundings. At 12, Gilda embarked on a life-changing journey, moving to the United States with a heart full of hopes and a mind buzzing with curiosity.

In her speech, "My Journey: From Small Beginnings to Big Data Dreams," Gilda takes the audience on an inspiring odyssey from her humble upbringing to becoming a Data professional in the tech industry. She navigates the audience through the challenges of adapting to a new country, language, and culture. Her narrative is one of resilience, underscored by a relentless pursuit of education and a passion for data science—a field where she has not only excelled but also emerged as a pivotal figure, representing Latinas in technology and data.

Gilda's speech is a stirring homage to her roots, the power of perseverance, and the impact of dreaming big. Today, she stands as a testament to what can be achieved with dedication and hard work and as an inspiration for a new generation of dreamers aiming to leave their mark on the digital world.

LATINA IN DATA: NAVIGATING THE TECH TERRAIN: A SURVIVAL GUIDE

"Latina in Data" is a captivating narrative chronicling Gilda Alvarez's journey through the tech and data sectors, woven with personal anecdotes and professional insights. From the profound influence of her grandmother to her migration from Ecuador to the United States, Alvarez shares her triumphs and tribulations as a Latina navigating these industries. Through anecdotes and reflections, she explores overcoming obstacles, the value of mentorship, and the power of community support. The book also addresses pertinent topics such as the Athena Factor, remote work challenges, and the importance of data literacy.

Offering practical advice on entering the field, finding mentors, negotiating salaries, and combating imposter syndrome, "Latina in Data" serves as both a personal narrative and a valuable resource for individuals in the tech industry, especially women and minorities

FEATURED AUTHOR, HISPANIC STARS RISING IV

By 2050, one in three Americans will be Latino. We are the engine of the U.S. economy. Responsible for 2.6 trillion dollars of GDP, which puts us among the top ten GDPs in the world. Our purchasing power is $1.9 trillion. We are entrepreneurial — 86% of all new businesses launched in the past 10 years were started by Hispanics. And we are creating more tech startups than any other demographic group.

We believe in education and building new skills because we understand the connection between education and opportunity. And we believe in the responsibility of benefiting from the American Dream. We are helping to write the future of America by paying our taxes, contributing to Social Security, through large voter turnout and disproportionately large numbers in the military. The people in Hispanic Stars Rising tell this story.

Gilda's authorship of the books "Migrate SQL Server to Azure" and "Latinas in Data: The Survival Guide" reinforces her status as a thought leader in her field. She is known in the data field for:

- Mastery in managing and optimizing complex database systems for Fortune 500 companies.

- Proficiency in data management strategies, improving business processes and efficiency.

- Being a collaborative force able to lead, guide, and mentor diverse teams toward achieving technological and business milestones.

- Championing educational initiatives within her community and beyond, reflecting her commitment to leadership and technical growth.

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