

FinConecta

Team



Jorge Ruiz

Founder & CEO



*25+ years experience in Financial Services,
Digital Solutions, Endeavor Entrepreneur*

Prior to FinConecta, Jorge worked at Citigroup for 18 years, where he led their efforts to become a global leader in the FinTech industry by defining a business transformation strategy, launching the first global virtual accelerator, hosting 16 innovation programs and implementing multiple business solutions worldwide. He also founded and led businesses in the investment, insurance, and retail industries. He is a founding member of ChallengeMeNow - a social network dedicated to personal achievement while helping charity organizations raise funds. He is the co-author of the FinTech Book.

Jorge holds a degree in Finance from the University of Texas (US) and has recently been selected as an Endeavor Entrepreneur.