



VERA MAKAROV

AI & Future of Work Strategist | Tech Founder & CEO | Global Board Director

📍 Mexico City | ✉ vera@apli.jobs | 🌐 [LinkedIn](#) | 📞 +52 55 2531 2923

BOARD VALUE PROPOSITION

I transform organizations so that talent and technology advance together, not separately. As a founder, investor, independent board member, and global operator, I turn disruption into competitive advantage. I execute what others are still diagnosing, bridging the gap between strategy and results with clear decisions, agile methodologies, effective change management and AI governance.

I bring to the boardroom a rare combination: AI-native operator, enterprise software founder, and global corporate governance. I help boards fast-track transformation, modernize human capital strategies, and adopt AI with responsibility and scale.

AREAS OF BOARD IMPACT

- **AI & Digital Transformation** – From pilots to deployment at scale with real P&L impact
- **Enterprise Productivity** – CEO of [Apli](#), optimizing labor productivity for multinationals like Walmart, Bimbo, BBVA, Coca-Cola in partnership with SAP & Microsoft
- **Global Growth & Scaling** – Launched & led operations across LatAm, US, Europe
- **Venture Strategy** – CVC, innovation programs, and collaboration with tech ecosystems
- **Future of Work & Talent** – Thought leader via [The Talent CEO](#) podcast & [AI keynotes](#)

CURRENT & PAST BOARD EXPERIENCE

- **PepsiCo Mexico** – Independent Director, Breakthrough Innovation Board
- **Bamboo Capital** – Board roles across fintech, microfinance & turnaround funds

- **50/50 Women on Boards** – Co-Chair, Mexico Chapter

EXECUTIVE TRACK RECORD

Co-Founder & Co-CEO, [Apli](#) (2016–Present)

Pioneered AI talent management and scaled SaaS across LatAm’s largest employers leading to 67% lower employee turnover, 18% higher labor productivity and ethical AI deployment to mitigate hiring and promotion bias (acquired by PE-backed [iCIMS](#)).

🏆 [Fast Company Most Innovative Companies](#) | Winner: [MIT Future of Work](#) & [HBS NVC](#)

CEO, [Hellofood Mexico](#) – Turned around operations, leading to €125M sale to Just Eat

Founder & CEO, [Lamudi/Carmudi](#) – Launched real estate & auto apps in MX, CO & PE Investor, [Bamboo Capital](#) – Closed a \$100M+ transaction with assets in 11 countries

Investor, [Bain Capital Credit](#) – Scaled European portfolio from €0 to €3B AUM

EDUCATION & BOARD READINESS

- **Harvard Business School**, MBA with honors
- **University of Cambridge**, M.Phil Art History, Gates Scholar
- **Harvard College**, A.B. magna cum laude, Phi Beta Kappa
- **Board Training:** [50/50 Women on Boards](#), [Deloitte Board Readiness](#)