

Adriana Rivas Recognized Among Women Leading Global Retail Technology Innovation

Author of *How to Implement Self-Service Without Failing* drives retail transformation across the Americas while championing women's leadership in technology.



Miami, Florida Oct 25, 2025 ([Issuewire.com](https://www.issuewire.com)) - Adriana Rivas, technology innovator, entrepreneur, and author, is shaping the future of retail technology across the United States and Latin America. As the creator behind Biwitech, Rivas has led and contributed to the development of next-generation solutions that help retailers improve efficiency and customer experience through self-service, digital signage, and intelligent automation.

In 2025, Rivas was nominated for the **WomenTech Global Awards** in the [Chief in Tech Leader of the Year Award](#) category, an international recognition honoring women driving technological innovation and executive leadership.

Her book, *How to Implement Self-Service Without Failing: A Practical Guide for Retailers and Decision-Makers*, debuted as a **#1 Hot New Release on Amazon (Retail)** and recently earned a **Five-Star Editorial Review** from Readers' Favorite for its actionable, field-tested guidance.

Under Rivas's leadership, [Biwitech](#) has supported the implementation of next-generation retail systems that streamline store operations, accelerate transactions, and enable real-time updates through self-service, POS, and digital signage solutions adopted across the Americas.

Beyond her public work, Rivas publishes practical frameworks on retail innovation, AI-driven automation, and store operations strategy on her technology blog at [adrianarivas.tech](#). She is active in WomenTech Network and Women in Retail Tech, where she mentors emerging leaders and advocates for inclusion in STEM.

"Retail technology is ultimately about creating smarter, more human experiences," said Rivas. "Our goal is to design solutions that help retailers serve their communities with agility and vision."

Editor's Note

BIGWISE Corp issues this announcement in recognition of Adriana Rivas's industry contributions as the creative force behind Biwitech. The company supports her ongoing visibility and leadership in retail technology.

About BIGWISE Corp

BIGWISE Corp is a U.S.-based retail-technology company focused on infrastructure for enterprise retail, supermarkets, and restaurants across the Americas. Through its innovation initiative, Biwitech collaborates with manufacturers and partners to bring self-service, POS, and digital signage solutions to market. For more information, visit [bigwise.com](#).

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