

# **Retail Tech Executive Adriana Rivas Named Chief in Tech Leader of the Year Winner at the WomenTech Global Awards 2025**

The recognition highlights Rivas's leadership in self-service retail, enterprise POS, and inclusive digital transformation across the U.S. and Latin America.

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GLOBAL AWARDS 2025



**CHIEF IN TECH LEADER OF THE YEAR  
AWARD**

of Biwitech, **has been named a Bronze Winner in the Chief in Tech Leader of the Year category at the WomenTech Global Awards 2025**, one of the most prominent global recognitions honoring women leaders driving innovation and impact in technology.

The WomenTech Global Awards celebrate outstanding women shaping the future of the tech industry through leadership, innovation, and measurable results. The 2025 edition brought together more than 1,700 individual leaders and 400+ companies from 128 countries, evaluated by an international jury of senior executives and industry experts.

Rivas was recognized in the Tech for Social Impact & Inclusive Innovation subcategory for her leadership in building and scaling self-service ecosystems, enterprise POS infrastructure, and digital retail solutions for supermarkets, restaurant chains, and enterprise retailers operating across the United States and Latin America.

As founder of Biwitech and a senior executive at BIGWISE Corp., Rivas has led cross-border retail technology initiatives focused on automation, operational efficiency, and human-centered in-store experiences. Her work bridges advanced retail infrastructure with practical execution, helping organizations adopt technology with clarity, resilience, and long-term impact.

"This recognition reflects the responsibility that comes with leading technology at scale," said Adriana Rivas. "Retail transformation is not just about automation, it's about designing systems that work for people, enable teams, and deliver real operational value."

In addition to her executive leadership, Rivas is the author of *How to Implement Self-Service Without Failing*, an Amazon #1 Hot New Release, in which she shares practical frameworks and real-world insights for retailers navigating automation and digital transformation without compromising the customer experience or operational stability. The Chief in Tech Leader of the Year recognition further positions Rivas as a global voice in retail innovation, enterprise technology leadership, and inclusive digital transformation.

### **About Adriana Rivas**

Adriana Rivas is a retail technology executive and founder of Biwitech. She specializes in self-service ecosystems, enterprise POS, and digital signage solutions for retailers across the U.S. and Latin America. Rivas is recognized for her leadership in scalable retail innovation, cross-border technology execution, and technology-driven social impact.

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Source : Adriana Rivas

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