

CANDIDATE STATEMENT, BIOGRAPHY, SIGNATORY AND COMPARATIVE INFORMATION FORM

Full legal name: **Rebeca Minguela**

Job title: **Founder & CEO**

Signatory organisation name: **Clarity AI**

Signatory organisation(s) seconding your candidacy: **Qontigo**



CANDIDATE STATEMENT

I am the CEO of Clarity AI, which brings that impact to markets via a sustainability technology platform that uses machine learning and big data to deliver environmental and social insights to investors, organizations, and consumers. As CEO, I lead our team in creating a sustainability technology platform that uses machine learning and big data to deliver environmental and social insights to investors, organizations, and consumers.

A signatory of the PRI since 2019, I have been impressed by the work of the Board, which has inspired me to run for election. At its core, the PRI is a signatory-led organization. To continue doing good work, I believe that we must listen to those constituents to understand the points of alignment and points of misalignment as we are all working to define paths to a more sustainable world through the way that we invest.

Our company already works closely with many of the service provider signatories, as clients, and partners. Personally, I've met many of you over the last decade that I've been involved in sustainability, and I look forward to meeting many more of you in the coming years.

There are three areas where I can support the continued growth and influence of the PRI:

On digital transformation: To create that more sustainable world we will need to lean on technology. I believe I can address the needs of both large, established providers and digital native-providers. As we all push to use technology, I would like to lean in where signatories need help and guidance.

On scaling strategy: I believe that to represent the full base of signatories we will need a continuous loop of feedback to ensure our strategy is addressing the needs of that full base.

On customization: With a diverse group of signatories representing a diverse world and a diverse set of values, there simply cannot be one single path to a more sustainable world. We must allow for customization and prioritization from region to region, country to country and municipality to municipality.

On a personal note, I'm from a small village in Spain and growing up I saw many of the inequities that PRI signatories are working to fight against. I made it my mission early in life to enact meaningful change, and to truly deliver on that, 5 years ago, I founded Clarity AI to bring societal impact to markets.

BIOGRAPHY

Rebeca is the Founder and CEO of Clarity AI, the leading tech platform to scalably assess the impact and sustainability of investments. Powered by proprietary machine learning algorithms and cloud computing, Clarity AI is the preferred partner for sustainability impact assessment for many of the large financial players in the World, including BlackRock. First and foremost, it provides an innovative and unique solution to the multiple challenges (e.g., lack of data, methodologies and tools) that investors and companies face when including sustainability as a factor when making investment allocation decisions.

Before founding Clarity AI, Rebeca led Global Digital Transformation at Santander Bank, one of the largest banks in the World, where she was appointed as a senior executive when she was 33.

Rebeca was also Founder and CEO of Blink Booking, the award-winning, last-minute hotel booking app leader in Europe. In September 2013, Blink was successfully acquired by Groupon. After the acquisition, Rebeca worked as Senior Director and General Manager at Groupon and led one of the company's top priority projects covering 200-million subscribers and 650,000 local merchants.

Rebeca has been recognized globally by several institutions. She is a Young Global Leader of the World Economic Forum, a member of the Top 100 Women in Finance, a European Young Leader, and a member of the Top 25 Women in Financial Technology for 2019 and 2020. Additionally, she and her startups have been featured in several global publications including, but not limited to, *Forbes*, *The Economist*, *Financial Times*, *El Pais*, and *Il Sole 24 Ore*.

Rebeca also worked at leading organizations such as Bain Capital, Boston Consulting Group, the German Aerospace Agency, Siemens and IBM. She graduated with Distinction at Harvard Business School MBA, MSc in Information Technology and Engineering at Stuttgart University and Madrid Polytechnic University.

SIGNATORY ORGANISATION INFORMATION

Clarity AI is a sustainability technology platform that uses machine learning and big data to deliver environmental and social insights to investors and organizations. We were founded in 2017 with the singular mission to bring societal impact to markets. We are proud to leverage advanced technology to bring broad sustainability data coverage – more than 50,000 companies, 320,000 funds and 400 governments – to a suite of sustainability technology capabilities for assessment, analysis and reporting for professional investors, companies, and consumer ecommerce platforms. We create the opportunity to pause, to reflect, to check and to ensure dollars are aligned with intended purpose(s). Our investor client network manages tens of trillions in assets under management, and our consumer partnerships allow us to be part of millions of daily ecommerce transactions and to reach hundreds of millions of consumers at over 400,000 merchants. We bring data and capabilities to users where they need it, when they need it through seamless integration into existing daily workflows and ecommerce experiences. Tracking and measuring that progress for a more sustainable future is a complex, multi-dimensional, cross-border task. We firmly believe harnessing the power of technology is the best way to scale to a viable solution and produce one that is unbiased and wholly scientific and evidence based. Clarity AI has offices in the US, Europe and the Middle East.

SPECIFIC EXPERTISE

DIGITAL TRANSFORMATION AND GOVERNANCE SKILLS

Rebeca has vast experience in the digital and technology space, as well as at Senior Management level / positions.

Started and led as CEO two successful digital startups (Blink Booking and Clarity AI). Besides, Rebeca was Global Head of Digital Transformation at Santander Bank, one of the largest banks in the World, where she was appointed as a senior executive when she was 33. Prior to that, Rebeca worked as Senior Director, Global Product, Technology & Ops / GM at Groupon and her responsibilities included, but were not limited to, leading digital transformation initiatives and projects covering more than 200-million subscribers and over 650,000 local merchants.

Rebeca has also worked in management at other leading institutions such as the German Aerospace Agency, Bain Capital and Boston Consulting Group. She has been recognized globally by several institutions. She is a Young Global Leader of the World Economic Forum, a member of the Top 100 Women in Finance, a European Young Leader, and a member of the Top 25 Women in Financial Technology for 2019 and 2020.

Additionally, Rebeca works in governance at several start-ups around the world and leads

Clarity AI's involvement with Google's start-up accelerator program for seed-stage companies.

GENERAL

DEMONSTRATED LEADERSHIP WITHIN RESPONSIBLE INVESTMENT, ESG EXPERTISE AND OTHER EXPERIENCE RELEVANT TO THE LONG-TERM SUCCESS OF THE PRI.

Rebeca has participated as a speaker in several world-leading Responsible Investment and ESG forums, including the Davos Forum, the Future Investment Initiative Conference in Riyadh, COP26 (and soon COP27), and Climate Week NYC. She has been recognized by leading publications for her work around Responsible Investment and ESG, including but not limited to:

- Forbes Top 100 Most Creative People in Business
- Clarity AI recognized as a [Leader in the Forrester "ESG Ratings, Data and Analytics" report](#) published in August 2022 and recognized as having the most number of positively differentiated product and strategic capabilities versus all other leading providers in the market
- Clarity AI awarded Horizon 2020 European Grant
- Clarity AI awarded EU Seal of Excellence in 2020
- Clarity AI selected as one of the World Economic Forum's Technology Pioneers 2020

Rebeca founded Clarity AI in 2017, and since 2019, she has successfully raised capital from leading investors such as BlackRock, SoftBank Vision Fund, Fifth Wall and Deutsche Börse for the company's work around Sustainability related to Impact, ESG Risk, Climate, and Regulatory Compliance.

She is a Young Global Leader of the World Economic Forum, a member of the Top 100 Women in Finance, a European Young Leader, and a member of the Top 25 Women in Financial Technology for 2019 and 2020.

Rebeca's views on Sustainability have been broadly publicized and recognized in leading media, including but not limited to *Sky News*, *CNBC*, *CNN*, *The Times*, and *Financial Times*. Most recently, her views on Impact and Sustainability have been featured in the *Royal Society of Arts Journal* (Volume 3, 2022).