



Ruth Díaz is Country Manager of Amazon in Spain and Portugal, as well as Vice President of Amazon Fashion Europe, where she leads the fashion, footwear, and accessories division for the entire European market.

With more than two decades of experience in e-commerce, Ruth began her journey at Amazon in 2011, coinciding with the launch of Amazon.es. During her career at the company, she has held various leadership positions, including directing more than 20 product categories in Spain and Italy, as well as leading the European Home Innovation Program.

Before joining Amazon, Ruth stood out as Managing Director of BuyVip, an online fashion company that was later acquired by Amazon in 2010. Her previous experience includes serving as CEO of Entradas.com and executive positions at Universal Pictures and PriceWaterHouse Coopers Spain. She holds a degree in Business Administration from the Autonomous University of Madrid and completed an Executive Development Program at IESE Business School.

Beyond her executive role, Ruth is a certified mentor and coach, dedicating part of her time to empowering other women in their professional development. Her outstanding career has led her to be recognized as one of the 100 most influential women in Spain according to El Español and A3 Media.