

# Asmau Ahmed



Asmau Ahmed's expertise uniquely bridges the realms of atoms and bits, where her background in Chemical Engineering converges with decades of experience in leveraging big data analysis and predictive algorithms in the software industry. She excels in building and scaling ML/AI technologies to develop innovative solutions with significant social and financial impact. Her track record includes crafting technology and business solutions for complex global challenges across various sectors, including manufacturing, finance, consumer tech, and climate sustainability.

Most recently a senior executive at Google, Asmau managed engineering and product teams, tasked with proactively enabling Consumer Trust (and Responsible AI) through exceptional experiences across Google's consumer-facing platforms – Google Search, Maps, Ads, Gemini, and Shopping – reaching billions of daily users. Prior to this, she reported to the CEO of Google X, Alphabet's innovation factory, where she co-led a factory of 600 innovators, data scientists, and engineers focused on deep data analytics, ML, and AI, tasked with building the next Google-sized business. Within Google, she founded Pathfinder, a moonshot portfolio investing in the intersection of society, innovation, and AI.

Before her tenure at Google X, Asmau led a global portfolio of technology solutions for critical financial industry challenges, serving the CEOs of the top eight financial institutions through a consortium. This portfolio included 14 critical technologies and products, some developed in collaboration with governments, spanning cloud, privacy, cybersecurity, payments, and more. Throughout her career, she has held diverse roles as an engineer, CPO, venture-funded founder/CEO, and investor. Notably, she founded Plum Perfect, a visual search and advertising technology solution, serving enterprises like Target and QVC. As one of the 7th Black women to secure millions in venture funding in the US, she remains dedicated to changing the statistics for women in tech funding.

Asmau's work extends beyond her professional roles, as she actively contributes to various boards and advisory roles. She serves on the boards of Creative Artists Agency (CAA) and Quinstreet (NASDAQ, Audit and technology committees), guiding the leadership team through crucial developments including business divestitures and several acquisitions. As an advisor, she lends her expertise to the Yale Entrepreneurship Society, Wing, Women who Invest, and Black ComputeHer, and Sound Ventures. Notably, she held a two-term position as a member and technology advisor on Walmart's Opportunity Leadership Council.

Asmau has been recognized as a "Top Woman in Digital" by Cynopsis Media; "Black Business and Tech Professionals Changing the Game" by Huffington Post; and one of "26 Women Of Color Diversifying Entrepreneurship In Silicon Valley, Media, And Beyond" by Vanity Fair.

Asmau holds an MBA from Columbia Business School and a BS with Honors in Chemical Engineering from the University of Virginia. Beyond her professional endeavors, she is a devoted mother to two children. Her latest passion project, inspired by her son, focuses on finding solutions to integrate special needs children into mainstream classrooms and camps.