



**Federico Ruiz joined Mobile World Capital Barcelona as head of the 5G National Observatory (ON5G) in November 2018.**

Advanced Engineer in Telecommunications from the Technical University of Madrid, he has a long professional track record in entrepreneurship, R&D and business development in industries such as mobile communications, semiconductors and cloud platforms.

His work at the head of SIDSA (1987-2012), a company that he co-founded and where he was Deputy Chairman of Engineering, stands out particularly. As Director of Business Development at UAV Navigation (2011-2012), Ruiz led the application of avionics in the civil and consumer electronics market. He has recently combined teaching and consulting with his mission as CEO of Fintech startup Arthika Trading Solutions.

On a parallel basis Ruiz has also worked as an independent expert for the European Commission since the initial Framework Programmes in 1987 to H2020. He has likewise collaborated on the Eureka programmes and with the European Space Agency (ESA).