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Selena Ramirez

SENIOR RISK MANAGER

Profile	Senior risk management professional with over 10 years of experience in e-commerce safety and compliance. Focused on developing AI-powered solutions to enhance product safety and streamline recall processes. Builds and leads high-performing teams across global markets.

Professional Experience

June 2020 – present

Senior Risk Manager
Amazon, Nashville, TN

- Oversee global recalls program affecting over 300 million customers, leading a team of 28 data analysts, compliance specialists, and project managers
- Onboard 50,000 third-party sellers into the Seller Safety Certification program within Q1 of 2021, decreasing safety violations by 15,000 instances year-over-year
- Reduced recall execution time from 14 days to 36 hours with the implementation of Amazon's Recalls Logistics Service (RLS) program
- Developed an AI tool using Amazon SageMaker AWS Comprehend to increase early detection of potential product safety issues by 65%

April 2015 – May 2020

Product Safety and Compliance Manager
Walmart, Memphis, TN

- Led a team of 12 specialists, overseeing safety and compliance for 75 million stockkeeping units (SKUs) across Walmart's online marketplace
- Partnered with legal and public relations teams to manage 15 high-profile product recalls
- Increased hazardous material identification from 85% to 97% with a centralized compliance dashboard
- Established a 24/7 product safety hotline, handling an average of 300 inquiries per day and providing crucial support for both sellers and customers

Key Skills

- AI and machine learning for risk assessment
- Blockchain-based traceability systems (VeChain, Everledger)
- Data analytics and dashboard development (Tableau, Looker)
- Regulatory compliance in e-commerce
- Six Sigma methodologies and tools (SigmaXL)

Education

June 2015

Master of Business Administration (M.B.A.) Supply Chain Management
University of Tennessee, Knoxville, TN

Certifications

- Project Management Professional, Project Management Institute, 2017
- Six Sigma Black Belt, American National Standards Institute National Accreditation Board, 2016