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Alejandra Ruales is the Lead Product Manager for Core Services at Spruce, a mobile banking app developed by H&R Block. In this role, she spearheads the development and execution of innovative features that enhance the way Spruce customers manage their money and financial health. With over a decade of experience in the financial services industry, Alejandra has dedicated her career to creating products that improve financial health for consumers.

Alejandra is a fellow with the Aspen Economic Mobility Program, where she collaborates with other business leaders to create private sector solutions aimed at increasing economic mobility for low-income individuals and families, while also driving long-term value for their companies.

Alejandra holds a Master of Business Administration (MBA) from North Park University and a bachelor's degree in economics and international studies from Loras College. Her extensive expertise and commitment to financial health position her as a key player in the intersection of financial services, technology, and cross-sector collaboration opportunities between the private and public sector.