

Lauren Pachaly

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Creative Portfolio and Social Impact Portfolio available on request.

Summary

Senior Product and Programme Leader, AI Ethics Researcher with 20+ years of experience designing, scaling, and governing programmes at the intersection of culture, technology, education, and equity. I have led long-term social impact initiatives for global consumer platforms, working closely with communities, NGOs, creative teams, policymakers, and senior leadership across Latin America, the United States, and global markets. My work bridges deep product experience in the Global South with rigorous study of AI's societal impact. I am currently pursuing an MSt in AI Ethics and Society at the University of Cambridge, where I explore intersectionality and systemic barriers in AI adoption, the measurement of AI literacy across demographics, and AI ethics in K-12 education.

Research focus

- **Intersectionality and systemic barriers in AI adoption** — how overlapping identity dimensions and compounding socio-economic factors shape AI proficiency, usability, and access at the user level.
- **Device-tier inequality in global AI access** — smartphone capabilities as a determinant of AI proficiency and equity at population scale.
- **Measuring AI literacy across demographics** — building a cross-culturally validated framework that combines competency, structural enablers, and intersectional disaggregation.
- **AI ethics in K-12 education** — embedding ethics in the use of technology and AI in school curricula, alongside the networks (guardians, teachers, schools) that shape young people's encounters with these tools.

Education

University of Cambridge — MSt in AI Ethics and Society. 2025–2027 (in progress).
Selected essays: *The Autonomy Condition: Ethics and Agency in Human–AI Assistant Relationships* (2026) and *AI Has Joined the Group: Collective Agency Over Sociotechnical Systems — A Perspective from Brazil* (2025). Both First Class (boundary for PhD work).

PUCRS — Bachelor of Business Administration and System Analysis. 1998–2004.

Wharton Business School — Marketing Academy. May–August 2011.

Professional experience

Google — Group Product Manager, Inclusion, Equity, Privacy & Regulatory Trust

2022 – present. São Paulo, Brazil (previously Mountain View, US).

Lead global product strategy for Google’s core consumer surfaces at the intersection of equity, regulatory compliance, and responsible AI.

- **Search Regulations Product Manager.** Lead product development of Google Search experiences aligned with evolving European regulatory requirements. Define long-term roadmaps to future-proof Search against rapid regulatory, ecosystem, and technological change.
- **Product Inclusion, Equity & Privacy.** Led global product roadmaps for equity, inclusion, and responsible innovation across Google’s consumer products. Co-led foundational global research on how intersectionality shapes information needs in Google products. Delivered the talk *How Identity and Intersectionality Shape Information Needs* at Google’s internal Global Inclusion in GenAI Summit, jointly with DeepMind.
- **Internal research and frameworks authored or co-authored:** the Search Product Inclusion & Equity Strategy; the Google Product Inclusion & Equity Narrative; the DEI Trust Risk Taxonomy (developed with the Search Policy team to identify and mitigate Product Inclusion & Equity-related harms). All internal; sharing subject to confidentiality.

Google — Head of Brand Reputation & Social Impact Initiatives

2013 – 2020. São Paulo, Brazil.

Founded and led Google’s first Social Impact and Brand Reputation team in Brazil. Designed and scaled multi-year programmes across education, sustainability, social innovation, and equity in partnership with NGOs, educators, indigenous communities, and cultural institutions.

- **YouTube EDU Brazil** (with Lemann Foundation) — national education platform curating 65k+ videos across 12 disciplines, reaching 27M subscribers and 3B views.
- **I Am Amazon** — global interactive storytelling experience on Google Earth, co-created with indigenous communities and NGOs; eleven interactive stories produced in collaboration with filmmaker Fernando Meirelles (“City of God”, “Blindness”).
- **Google Impact Challenge** — led the LATAM expansion of Google.org’s flagship social innovation programme, supporting community-driven nonprofits.
- **Offside Museum** (with the Brazilian Football Museum) — global crowdsourced cultural archive on the history of women’s football prohibition.

Google — Consumer Brand, Creative & Growth Leadership

2010 – 2022. São Paulo, Brazil.

Twelve years leading brand strategy, creative development, growth marketing, and cultural storytelling for Google's core consumer products across Brazil and Latin America, in close partnership with global product and creative teams.

- **Group Head of Google Search Marketing — Latin America** (2015–2022). Led masterbrand and integrated marketing strategy for Search across LATAM. Directed multi-million-dollar 360° campaigns spanning film, digital, social, live experiences, and partnerships. Launched 20+ consumer campaigns totalling more than 1 billion video views on YouTube, with four YouTube Ads Leaderboard awards across three countries. Built and led multidisciplinary teams across creative, strategy, media planning, analytics, and consumer insights.
- **Head of Cross-Services Creative & Marketing Team** (2013–2016). Led an in-house creative and strategic team spanning media planning, consumer insights, data analysis, art direction, copywriting, and social media. Led creative strategy for major global moments including Rio 2016 Olympic Games and World Cup 2014.
- **YouTube Marketing Manager — Brazil** (2010–2013). Led consumer brand and growth marketing for YouTube Brazil. Delivered the first large-scale live streaming projects in Latin America, including YouTube Carnival and Rock in Rio.

Early career

1998 – 2008. Sales Executive at Google; six years as a Java Specialist at Oracle; prior technical trainee role. Further details available on request.

Publications and writing

- Pachaly, L. (2026). *The Autonomy Condition: Ethics and Agency in Human–AI Assistant Relationships*. University of Cambridge, MSt in AI Ethics and Society, Module 2. **First Class**.
- Pachaly, L. (2025). *AI Has Joined the Group: Collective Agency Over Sociotechnical Systems — A Perspective from Brazil*. University of Cambridge, MSt in AI Ethics and Society, Module 1. **First Class**.
- Pachaly, L. (2025). *AI, Identity, and Equity: Examining Intersectionality and Systemic Barriers in Digital Information Access and AI Proficiency*. Research proposal.
- Pachaly, L. (2025). *AI Access and Proficiency: The Role of Smartphone Device Tiers in Global AI Equity*. Research proposal.

Languages

Portuguese (native). English (fluent). Spanish (fluent).