



The Brain and Financial Decision Making

MEXICO CITY | MAY 6-8, 2025



Workshop on AI and Financial Education
Friday, May 9.



BANCO DE MÉXICO®



About the OECD

The OECD is a forum in which governments compare and exchange policy experiences, identify good practices in light of emerging challenges, and promote decisions and recommendations to produce better policies for better lives. The OECD's mission is to promote policies that improve the economic and social well-being of people around the world.

About the OECD International Network on Financial Education (INFE)

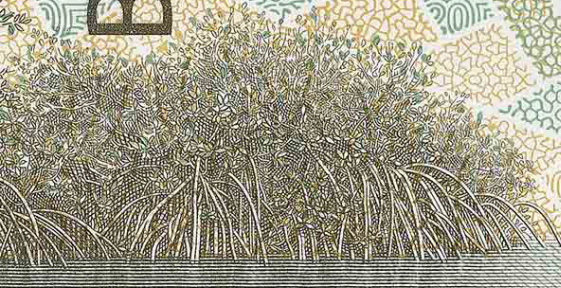
Created in 2008, the OECD/INFE promotes and facilitates international co-operation between policy makers and other stakeholders on financial education issues worldwide. Over 280 public institutions from more than 130 countries have joined the OECD/INFE.

About Banco de México

Banco de México (often abbreviated as Banxico) is the central bank of Mexico and was created on September 1, 1925. Its main goal is to preserve the value of Mexico's currency in the long term in order to improve Mexicans' well-being. It provides the country's economy with national currency, promotes a healthy development of the financial system and foster the proper functioning of the payment systems. Banco de México has strongly committed itself with transparency and financial education by providing economic and monetary information to the public, in a systematic process and continuing effort to orient and explain monetary policy to different audiences.

BANCO DE MÉXICO 20

Veint





Symposium on Financial Literacy: *The Brain and Financial Decision Making*

Thursday, May 8

MIDE. Museo Interactivo de Economía
16 de Septiembre, 27.
Downtown.

The Brain and
Financial
Decision
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**Dr. Fernando
Esponda**

Fernando Esponda is a distinguished academic in the field of computer science. He holds a degree in Computer Engineering from ITAM, a PhD in Computer Science from the University of New Mexico, and completed a postdoctoral fellowship at Yale University. His research focuses on applying biological principles to technology, with significant contributions in data privacy and security algorithms, as well as behavior modeling in artificial intelligence. He has applied machine learning techniques to real-world challenges such as fraud detection and credit evaluation. Since 2007, he has been a professor at ITAM, where he founded the Master's Program in Computer Science. He currently holds key positions as Head of the Department of Computer Science, Director of the Data Science Undergraduate Program, and General Director of the Academic Division of Computer Science. Since 2024 the Artificial Intelligence undergraduate program was created as part of his department.

**Itzul****Girón**

Itzul Girón is a pioneer in the development of artificial intelligence in Mexico, driving solutions that not only transform industries but also create tangible social impact. As the founder and CEO of Celestial Dynamics Technology Lab, she created MATRIA A.I., the largest virtualized data environment in the country, with more than 85 million digital twins that are revolutionizing strategic decision-making. A strong advocate of the “AI for Good” philosophy, her vision goes beyond technology—aiming to generate positive social change in Mexico through the development of tools that promote both innovation and social well-being.



