

Company: Orcool Inc, San Francisco, CA

Company Description: Orcool is a San Francisco- based AI video platform that turns real customer reviews into high-performing video ads at scale. Founded in 2024, the company has produced over 10,000 AI-generated videos for DTC, e-commerce, fintech and mobile-first brands. Orcool was named Best Product at Plug and Play and is backed by early clients across North America and Europe.

Nomination Category: Individual Awards Categories

Nomination Sub Category: Most Innovative Woman of the Year - Advertising, Marketing & Public Relations

Nomination Title: Christine Ryss



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:

3. Briefly describe the nominated individual: history and past performance (up to 200 words):

Total 189 words used.

Christine Ryss is a serial entrepreneur and AI marketing innovator based in San Francisco. She began her career in Eastern Europe, where she founded a digital agency that generated \$5 million in first-year revenue and led strategic campaigns for Nestlé, Unilever, and P&G.

With over 15 years of experience, Christine has managed \$50 million+ in media budgets for Fortune 100 brands and brings deep expertise in complex enterprise sales and creative strategy. In 2024, she founded Orcool, an AI video platform that transforms real customer reviews into high-performing ad content at scale. Orcool has produced over 10,000 AI-generated videos and was named Best Product at Plug and Play.

Christine is an active member and speaker with Women in Tech SF, Women in AI, where she champions inclusive innovation and helps empower the next generation of female founders and technologists. Her leadership blends technical insight, creative vision, and operational excellence.

She is also the co-founder of Founders Running Club, a global community of over 30,000 entrepreneurs that blends wellness with high-impact networking and relationship-building across the startup ecosystem. Her leadership blends technical insight, creative vision, and operational excellence.

4. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 235 words used.

- o **Invented and launched Fanfluencer AI**, a platform that transforms real customer reviews and signals into high-performing, AI-generated video ads tailored to social platform trends.
- o **Personally led product vision and development**, working closely with ML engineers to build GPT-powered agentic workflows for review mining, trend detection, and ad generation.
- o **Introduced the Cost Per Review (CPR) metric**, creating a new industry benchmark for measuring creative efficiency and performance from user feedback.
- o **Oversaw the production of over 10,000 AI-generated video ads**, delivering 90 percent cost savings and reducing turnaround time from weeks to minutes.
- o **Closed 30+ early-stage client deals** through hands-on founder-led sales and tailored technical consultations with DTC and app-first startups.
- o **Achieved a 90 percent trial-to-paid conversion rate** by refining ICP messaging and adapting demos to client maturity levels.
- o **Raised \$500K in angel funding**, leading investor storytelling, pitching, and relationship development.
- o **Built and led a cross-functional team** across product, engineering, and GTM, optimizing for lean execution and speed to market.
- o **Secured partnerships** with TikTok and Google Cloud for Startups to ensure platform scalability and compliance.
- o **Actively mentored and spoke at events** hosted by Women in AI, Women in Tech SF, and The Gathering, promoting inclusive innovation.
- o **Expanded Founders Running Club** to 35,000+ members across 36 cities, fostering community, wellness, and founder-to-founder support worldwide.
- o **Redefined the role of AI in marketing**, positioning it as a tool to scale authentic storytelling and rebuild trust in digital advertising.

5. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 29 words used.

Video about Christine's company <https://vimeo.com/1094536901>

Articles in media:

<https://ceoweekly.com/christine-ryss-and-orcool-explore-ais-role-in-modern-video-advertising/>

<https://ritzherald.com/the-end-of-paid-influence-how-christine-ryss-orcool-is-rebuilding-trust-in-advertising-with-real-customer-voices/>

See also attachments through the "Add Attachments, Videos, or Links to This Entry"

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

Total 190 words used.

- o **Developed a proprietary one-of-a-kind consumer-product matching engine** that uses real-time customer preferences and behavioral signals to generate hyper-relevant, engaging video ads.
- o **Fanfluencer AI goes beyond typical creative automation**, leveraging a unique dataset of reviews, feedback, and trend signals to personalize ads with precision and scale.
- o **Outperforms players like VidMob and Smartly.io** by combining performance prediction with real-time content generation rooted in actual user sentiment.
- o **Replaces manual influencer workflows and UGC marketplaces** with AI agents that mine insights, script, and generate platform-ready content in minutes.
- o **Achieved 10,000+ AI-generated video assets**, 30+ early deals, and a 90% trial-to-paid conversion rate—delivering faster growth than most competitors in their first year.
- o **Introduced the industry-first “Cost Per Review” (CPR) metric**, offering a new lens on ROI for creative strategy built on customer voice.
- o **Built an adtech solution that restores trust**, grounding performance marketing in real experiences, not superficial aesthetics.
- o **Surpasses Christine's own record in traditional marketing**, moving from managing \$30M media budgets to architecting intelligent systems that scale storytelling without human bottlenecks.
- o **Fanfluencer redefines how brands connect with consumers**, proving that authenticity, automation, and performance can coexist and thrive in today's attention economy.

Attachments/Videos/Links:

[Christine Ryss](#)



[REDACTED FOR PUBLICATION]