Arussi Unda is a Mexican marketer, activist and feminist. Unda is the founder and spokeswoman of the feminist collective "Las brujas del mar" (Witches of the sea). She was also one of the promoters of the national women's strike on March 9th 2020 "Un día sin nosotras" (A day without women).

Unda specialized in feminist political formation and was an international lecturer and workshop facilitator on issues of sexual and reproductive exploitation, abortion, male violence, patriarchal socialization and attention to victims.

Named one of the 100 most influential people according to Time magazine, included on the BBC's 100 Women list on 2020, and one of the three women leading change in Latin America by the World Economic Forum on 2022.