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## International Executive | Business Consultant | Change Management

*Successful leader with a record of transforming business models and driving strategic growth*

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Repeated success guiding sizeable, cross-functional teams in the design, launch, and development of groundbreaking initiatives. Analytical leader with outstanding ethics, business foresight, able to forge solid relationships with partners across multiple organizational levels.

### Highlights of Expertise

- Strategic Business Planning
- Social Impact / community affairs
- Budget Administration and Management
- Change and Disruptive Processes
- Cross-Functional Collaboration
- Agile Project / Program Management
- Cost Reduction and Analysis
- Process Design and Organization Alignment
- Multi-Cultural and Diverse Environments
- Communications & stakeholder engagement

## Career Experience

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### Onward, LLC, Washington, DC

#### **Principal**

2013 - Present

Bootstrapped entrepreneurial venture into a profitable consulting business. Assisted European clients with the expansion into new business markets. Elicited strategy, transformation, project execution, and company growth for international companies. Built a large Latin American team to create new global business opportunities.

- ♦ Led a revenue increase of \$2M on e-learning and IT services for a global telecom company.
- ♦ Conceptualized and executed a new corporate unit, supporting internationalization endeavors for a leading global Spanish group, which encompassed over 82K employees.
- ♦ Generated more than \$1M in revenue through environmental and climate change projects.
- ♦ Engaged with high tech innovative, industry leading start-ups to provide thought leadership for market analysis and revenue growth.

### everis, Washington, DC

#### **Director, Business Consulting**

2006 - 2013

Spearheaded the opening of US branch. Held full P&L responsibility including forecasting, budgeting, revenue, sales, financial reporting and total operations. Led several large (50+ people), international teams, created team development opportunities, and grew teams in both size and volume. Created market development plans and built partnerships across Europe, Latin America and North America.

- ♦ Strategically launched a new business unit, which integrated key contracts, and exceeded revenue forecasts by 250% within the first year.
- ♦ Led multiple projects of government modernization, change management, digital agenda, and IT driven transformational initiatives, which resulted in \$3M in new revenue.
- ♦ Achieved business process optimization, organizational alignment, change management, operational effectiveness, agile project management, and IT transformation, which resulted in a \$7M increase in revenue.

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- ♦ Coordinated efforts to gain a \$5M contract for IT transformation consulting.

#### **Deutsche Telekom/T-Systems, Barcelona**

##### ***Sr. Manager, Transformation and change***

2003 - 2006

Transformed an IT services company to a consulting-centric business. Developed a new trusted IT advisory services unit, which bridged the gap between the two services. Generated a portfolio that displayed corporate capabilities. Designed Change management strategies to support multiple departments including sales and marketing.

- ♦ Contributed to a government contracts acquisition for IT outsourcing, more than 20M Euro, leading to company and brand awareness.
- ♦ Supervised more than \$2M in sales consulting services within the Spanish public sector.

#### Additional Experience

**Business Development Manager** (2000 to 2003) ▪ Netdecisions, London & Madrid

**Manager of Executive Education Programs** (2000) ▪ IE Business School, Madrid

**Business Consultant** (1999) ▪ PeopleSoft (Now Oracle), San Francisco & Barcelona

## **Education & Credentials**

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#### Professional Development

- **Georgetown University** ▪ Executive Certificate in Transformational Leadership – (2016)
- **Georgetown University** ▪ **Executive Certificate in Non-Profit Management and Philanthropy** – (2016)
- **Harvard Business School** ▪ Certificate in Building competitive advantage in the global market – (2015)
- Agile Project Management fundamentals ▪ everis Mexico – (2010)

#### International MBA

*IE Business School, Madrid, Spain*

#### Master and Bachelor of Engineering in Food Industry

*Polytechnic University, Madrid, Spain*

## **Volunteering**

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- Latino and Women Entrepreneurs Outreach Coordinator at Score.org (2016 - 2017)
- Community Engagement Advisor at the Association of Spanish Scientists in USA (2015 - 2016)

## Career Accomplishments (2000 - 2018)

| <i>Client</i>  | <i>Project</i>   | <i>Achievements</i>  | <i>Contract</i> |
|--|--|--|-----------------|
| Inter-American Development Bank<br>Washington, D.C.                  | Integral revamping of the Bank's operational service delivery model  | <ul style="list-style-type: none"> <li>– Dramatic increase in quality and productivity. Leaner organization</li> <li>– Workforce re-skilling, Change Management, unlock human capital to improve competitiveness</li> <li>– Over 15% infrastructure IT operating costs savings</li> </ul>                              | \$ 5M USD       |
| Multilateral Investment Fund<br>Washington, D.C.                     | Knowledge management strategy  | <ul style="list-style-type: none"> <li>– Established a rationalized portfolio of services</li> <li>– Developed marketing materials offering</li> <li>– Built web portal Knowledge Management repository</li> </ul>   | N/A             |
| Federal Secretary of Treasury<br>Mexico                              | Integrated Financial Management & Operational service delivery model | <ul style="list-style-type: none"> <li>– Bespoke ERP open source solution</li> <li>– Built a brand-new payroll system for 5,000+ civil servants</li> <li>– 550+ e-services provided through self-service employee portal</li> </ul>  | \$ 7M USD       |
| Federal Secretary of Treasury<br>Mexico                              | Office of Results-based budgeting (RbB)                              | <ul style="list-style-type: none"> <li>– PMO across the Federal government to support RbB Presidential mandate. Change management roadmap to ensure full adherence</li> <li>– Established RdB framework adoption, including KPIs and implementation guidelines</li> </ul>  | \$ 500K USD     |
| Red.es –Public Agency supporting the digital agenda<br>Madrid, Spain | Office of Trusted Advisory to CEO & Top Management levels            | <ul style="list-style-type: none"> <li>– Defined standard (XBRL) guidelines in public finance data sharing</li> <li>– Prototyping the transition process towards digital TV</li> <li>– Promoted strategic e-government initiatives (i.e.- eID, reuse of public data, digitalization of civil registries...)</li> </ul> | 3 M Euro        |
| Ministry of Industry, Tourism & Commerce<br>Madrid, Spain            | Reuse of Public Sector data to ignite a brand-new industry           | <ul style="list-style-type: none"> <li>– Technical, economic and legal assessment to comply Europe's Directive</li> <li>– 7.5 Bn Euro market value quantification, signed off by Public Authorities</li> </ul>   | 1 M Euro        |
| Ministry of Public Affairs of Spain<br>Madrid, Spain                 | National coordination plan to ensure e-government readiness          | <ul style="list-style-type: none"> <li>– 27+ Due diligence reports to Under Secretary</li> <li>– 25% growth of Spanish position that year in Europe e-gov readiness ranking (source CGE&amp;Y 2004 ranking)</li> </ul>   | N/A             |
| Ministry of Industry, Tourism and Commerce<br>Madrid, Spain          | Support to Information Society adoption by Local Governments         | <ul style="list-style-type: none"> <li>– Measured e-government readiness in all 17 regional governments</li> <li>– Provided advisory to Local Governments in e-government evangelization</li> </ul>  | 1 M Euro        |
| Regional Government of Andalusia<br>Seville, Spain                   | Due Diligence for e-government readiness                             | <ul style="list-style-type: none"> <li>– Designed a methodological framework to measure e-gov readiness</li> </ul>   | N/A             |
| Hewlett Packard<br>Grenoble, France                                  | HP Website rationalization   | <ul style="list-style-type: none"> <li>– 1,000+ sites analyzed through ad-hoc decision-making tool</li> <li>– 20% sites closed, \$1.7M/year savings</li> </ul>   | N/A             |
| Telefonica Spain<br>Madrid, Spain                                    | Prototyping new employee portal for Telefonica Data                  | <ul style="list-style-type: none"> <li>– Awarded (through global employee survey) the most innovative HR initiative of the year</li> <li>– Roll-out to 14 offices over Latam</li> </ul>  | N/A             |