

ELENA SIERRA

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Bilingual executive with 19+ years of experience in the US, Latin America and Europe. Strong ability to identify business opportunities and articulate action plans to achieve growth and vision. Innovation driven, and unconventional systems thinker, passionate about making an impact and creating positive change.

Self-starter, intrapreneur, forward-thinking and cross-cultural professional. Motivated toward transformational endeavors with creativity and unwavering determination for success.

PROFESSIONAL EXPERIENCE & ACHIEVEMENTS

Onward, LLC – *International Market Entry Strategy consulting*

2013 – 2018

Founder | Washington D.C.

- Trusted advisor on market entry strategy, specializing in growth-driven expansion into American markets.
- Built and developed top-performing, cross-functional teams throughout Latin America to tap into global business opportunities.
- Helped leading European clients break into new market segments by forging successful long-lasting relationships. Among others:
 - **Natural Machines**, a Spain-headquartered innovative startup in the space of food 3D printing. Led partnership building initiatives with relevant food industry stakeholders.
 - **Telefonica**, global leading telecom company. Captured \$2M+ business on e-learning and IT services.
 - **Mondragon**, largest Spanish cooperative industrial group (82k employees). Devised and implement a DC-based business intelligence antenna to support internationalization endeavors. Achieved \$1M revenue in climate change and environmental services funded by multilateral banking institutions.
 - **Atrevia**, leading Public Relations agency specializing in Hispanic outreach. Landed a first \$300K+ contract with a multilateral banking institution. Set up initial infrastructure to launch the US branch.

Everis (an NTT Data company) – *Global IT & Business consulting* www.everis.com

2006 – 2013

Increasingly responsible executive leadership positions | USA, Mexico, Spain

- **USA (2.5 years) – Head of International Finance Institutions Practice.** Successful launch of a brand new business unit, landing key contracts and exceeding revenue estimates by 250% in the first year. Awarded a \$5M contract on IT transformation consulting. Full P&L responsibility. Led a 40-person multicultural team.
- **Mexico (3 years) – Head of Government Practice.** Delivered \$7M through an IT transformation program. Instrumental in partnership building to grow Latin American region business. Tripled division's human capital investment. Financial reporting to CEO. Oversaw growth up to 70 people over a three-year period.
- **Spain (2 years) – Consulting Director.** Led \$3M revenue of management consulting projects. Managed multidisciplinary teams of IT and business consulting professionals. P&L reporting and budget formulation.

Deutsche Telekom. T-Systems Spain – IT consulting & outsourcing
Business Development Manager | Madrid, Barcelona

2003 – 2006

- National champion of a corporate-led (Germany) project to transition from IT services into a business consulting-centric firm. Performed an Intrapreneur role to devise and implement the new vision.
- Contributed to large (> 20 M Euro) government contracts acquisition. Led sales consulting support on large public bids, nationally and to the European Commission.
- Delivered strategic consulting services on government modernization, digital agenda, organizational alignment and IT-driven transformational initiatives to multiple public agencies.

Netdecisions (sold to Agilisys in 2003) – Strategy consulting. Originally from UK
Strategy consultant | UK, Spain, France

2000 – 2003

- Built from the ground up (employee #7) Spanish operations. Obtained first contract securing local business growth. Provided management consulting services to blue chip clients (Telefonica, Brocade, HP, etc.).
- Devised and implemented an innovative, award-winning web rationalization project for Hewlett Packard to promote internal efficiency on corporate website developments.

PeopleSoft (acquired by Oracle) – Multinational Software
Business Consultant | Madrid, Barcelona, San Francisco

1999 – 2000

- Contributed to achieve operational optimization and organizational alignment in multiple customers through Enterprise Resource Planning (ERP) implementations and change management strategies.

LANGUAGES

Spanish (Native) | English (Full professional proficiency level, written and spoken)

VOLUNTEERING

- 2016 – 2017 **SCORE mentor.** Latino & women outreach coordinator. SCORE is a nation-wide, well established nonprofit that provides mentoring to entrepreneurs and business owners.
- 2015 – 2016 Association of Spanish Scientists in US (ECUSA). Advisor for **corporate philanthropy, stakeholder engagement** and fundraising to promote STEM vocations.

EDUCATION

- 2016 **Exec. Certificate in Non Profit Management.** Georgetown University. Washington, DC.
- 2015 - 2016 **Exec. Certificate Transformational Leadership.** Georgetown University. Washington, DC.
- May 2014 **Building competitive advantage in global markets.** Harvard Business School, Boston, MA.
- May 2012 **Strategies for Business-Government Relations.** Georgetown. Washington DC.
- 1997 – 1999 **International MBA.** IE Business School. Madrid. Spain.
- 1990 – 1996 **Master of Food Industry Engineering.** Polytechnic University of Madrid. Spain.