

Juan Pablo Bravo Celi, MBA, CCMP

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Digital Transformation Executive with over 13 years of experience driving large-scale digital and operational implementations (\$5M+) for leading multilateral organizations (IDB, OAS) and Fortune Global 500 corporations (75K+ employees, 130+ countries) in the finance and insurance sector across Washington D.C., Latin America, and Europe. Proven record in designing and executing organization-wide strategies, implementing digital solutions, and leading strategic change programs impacting 5K+ stakeholders across 40+ markets. Expert in leading cross-functional, multicultural teams to deliver high-impact digital transformation, operational excellence initiatives, and advanced technology adoption. Certified in Change Management, Agile Methodologies, and Innovation & Change Leadership.

EDUCATION

- Frankfurt School of Finance & Management (FS)** – Frankfurt am Main, Germany Sep 2019 – Dec 2020
- Master of Business Administration (MBA) with specializations in **Finance & Technology**
- Amazon Web Services (AWS)** – Internship and MBA Consultancy Thesis Project Apr 2020 – Oct 2020
- “Go-to-Market Strategy for the **AWS re/Start** Program, DACH Region”
- SDA Bocconi** – Milan, Italy Sep 2020 – Sep 2020
- MBA Exchange Program: earned a certificate in **Leadership of Innovation & Change**

PROFESSIONAL EXPERIENCE

- Freelance Consultant | Digital & Business Transformation Strategy** (Remote) Jan 2025 – Present
- Self-initiated consulting practice supporting middle-level leaders on digital strategy, operational effectiveness, and tech adoption. Early-stage engagements focused on high-impact advisory and coaching for strategic decision-making.*
- Supported an Innovation Unit Lead in redesigning their strategic approach by analyzing service portfolio gaps and opportunity areas, contributing to the development of 2 new service lines aligned with long-term organizational goals.
 - Guided a Career Centre Team Lead in accelerating digital adoption through tailored agile implementation roadmaps.

- Marsh (Marsh) (Marsh McLennan)** Duesseldorf, Germany
- Digital Transformation Leader, Client-Facing Solutions – Continental Europe** Apr 2022 – Jun 30, 2024
- Spearheaded strategy and rollout of Europe’s first digital client portal across 35+ countries, achieving 200% YoY client onboarding growth and enabling clients 24/7 access to policy data/documents.
 - Advised Country CEOs/CCOs on digital roadmaps, securing 65% of new business (renewals/RfPs) by aligning tech solutions with local operational pain points and clients’ priorities (e.g., document digitization, data validation).
 - Drove 60% adoption in key markets via client-centric agile framework, translating ‘continuous improvement’ user feedback into PI planning priorities, focusing on quick-wins that addressed clients’ key concerns.
 - Oversaw the technology integration of required data systems to enable the digital portal’s local implementation.
 - Automated 40% of data validation by developing an RPA-powered solution (PoC) developed in partnership with Europe’s RPA team, slashing digital client onboarding time by 60% and freeing up local teams for high-value tasks.

- Digital Client Experience Manager, Platform Lead – Continental Europe** Mar 2021 – Apr 2022
- Designed and executed the Go-To-Market strategy for Marsh’s first global client digital solution across Europe’s 4 largest markets, securing C-suite/Stakeholder buy-in for roadmap and value proposition.
 - Launched pilot program managing 10+ cross-functional specialists (Product, BA, Change), driving digital awareness initiatives reaching 500+ colleagues while ensuring operational readiness and establishing KPIs that validated scalability.
 - Identified digital transformation opportunities in key markets and advised country leadership on implementation plans.

- Inter-American Development Bank (IDB)** Washington, D.C., USA
- Technology Adoption Project Manager Consultant (Technology Department)** Jul 2016 – Mar 2019
- Coordinated the digitalization process and optimization of 5+ business operations by partnering with stakeholders across VPS/VPC, ensuring alignment with sector team’s strategic goals and operational efficiency.
 - Translated operational needs into technical requirements for the design and development of 5+ digital solutions (e.g., IDB Publications, PACI, SG Loans module—PoC design), ensuring highest usability and sector business value.

- Drove 10+ agile adoption roadmaps for new tech and digitized services (Convergence incremental modules) across 26 LAC [country offices](#), enabling seamless integration via phased rollouts and change management strategies.
- Pioneered agile product-design sessions embedding Business Owners in vendor (Everis) sprint reviews to slash change requests during delivery by 70% and boosted UAT sign-off by 30%.
- Developed 15+ tailored training programs with reliable feedback systems and clear comms strategies reaching over 1,000 colleagues across LAC and optimizing local technology adoption timelines.

Technology Adoption & Change Management Consultant (Technology Department) May 2015 – Jul 2016

- Led the design and implementation of a pilot program to accelerate early adoption of the new O365 collaboration tools, collecting metrics on usability, UX, and training needs to ensure scalable, organization-wide deployment.
- Partnered with Microsoft specialists to analyze pilot data insights, address usability and performance issues, and inform executive decision-making on rollout barriers, operational challenges, risk mitigation, and user support.
- Developed and executed the end-to-end change management strategy for O365 adoption—including strategic communications, an Early Adopters Program, and virtual/on-site tech training workshops—engaging over 2K users.
- Defined and monitored operational KPIs (adoption rate, system usage, Jira tickets, satisfaction surveys) to evaluate progress and drive the successful implementation of technology tools across 26 LAC country offices.

Communications Management Consultant (Office of External Relations) Jan 2015 – May 2015

- Developed and executed a 3-month awareness campaign, in a TED Talk-style, promoting 16 innovative startups and their value propositions, providing international visibility towards angel investors & venture capitalists in 35 countries.

Organization of American States ([OAS](#)) Washington, D.C., USA

Business Analyst (Young Americas Business Trust – YABT) Sep 2013 – Jul 2014

- Co-led the operational planning and execution of the 2014 Talent & Innovation Competition of the Americas.
- Forged partnerships and secured investor engagement across academia, government, & private-sector agencies in LAC.
- Directed a team of 5 professionals to mentor 50+ entrepreneurs on business model development and investor pitch delivery, to present to Paraguay's PM and OAS Secretary General at the final event in Asunción.

Plan International ([Regional Office of the Americas](#) – ROA) Panama City, Panama

Public-Private Partnerships & Fundraising Intern (Strategic Alliances, Private Sector Unit) Jul 2013 – Sep 2013

- Developed market research on corporate social responsibility programs in Latin America's private sector and delivered a structured report to inform the decision-making process for building new partnerships and gaining donors.

DHL EXPRESS (Americas) Panama City, Panama

Asia-Pacific Business Accounts Officer (Commercial Unit) Mar 2012 – May 2013

- Built and managed an Asia-Pacific clients' portfolio by identifying core business needs and ensuring service continuity.

United Nations Development Programme (UNDP) – [Regional Office for LAC](#) Panama City, Panama

Research Assistant Intern for the Economic & Political Section (Human Development Unit) May 2011 – Aug 2011

- Supported the go-to-market strategy and development of UNDP's *National Human Development Report (NHDR)*.

LANGUAGES | English: Fluent | Spanish: Native | French: Professional | German: Basic (B.1)

CERTIFICATES, AWARDS, & ADDITIONAL EDUCATION

- Agile Project Management Overview Certification (ID 28514) – [The Knowledge Academy](#) – Dusseldorf, Germany (2023)
- Certified Professional Change Management (CPCM) – [The Knowledge Academy](#) – Washington, D.C., USA (2019)
- Received Outstanding Performance Staff Awards – [IDB](#) – Washington, D.C., USA (2016 & 2018)
- Bachelor of Science, Double Major in **International Affairs** and **Political Science** – **Florida State University ([FSU](#))** – Tallahassee, FL, USA (Aug 2007 – Dec 2011)

SKILLS • Agile Methodology • Digital Strategy • Change Management • Digital Transformation • IT System Integration
• Product Owner • GenAI • Vendor Management • Stakeholder Engagement • PI Planning • Strategic Thinking