

Inter-American Development Bank (IDB)  
Technology and Transformation Department (TTD)  
Washington, D.C., USA

Dear Hiring Manager,

As a Digital Transformation Specialist and IDB alumnus (2015–2019) with over 13 years of experience driving large-scale technology adoption and operational change, I am excited to apply for the Technology and Digital Transformation Consultant role. My journey at IDB included collaborating on and driving major innovation programs such as Demand Solutions, BID365 implementation, Lenovo Laptops deployment, and coordinating the business/operational requirements for the design and development of various Convergence modules (e.g.: Publications, PACI 1, SG Loans 1) with vendor Everis. This experience gives me a key advantage to support TTD's renewed mission to leverage technology for regional impact.

As Digital Transformation Leader for Client-Facing Solutions at Marsh (Fortune 500 with 75,000+ employees in 130 countries), I designed and executed the strategy to launch and roll-out the first global Digital Client Portal in 30+ countries in Europe. This pioneered the development of a new digital client journey for the region, enabling clients 24/7 access to key data such as customizable, downloadable graphs of policy charts for self-reporting, previously requested to be developed via phone/email to Marsh colleagues. The portal also enabled clients 24/7 unlimited access to their policy documents from any device, replacing mailed (or emailed) copies via post by company colleagues. The digital portal revolutionized workflows for clients and colleagues in country offices, and through phased rollouts, I drove 900+ client onboardings in the first 3 years.

By building strong partnerships with each country leadership team during implementations, I identified their unique business needs, operational challenges, and pressing client demands. These insights enabled me to advise local CCOs and CEOs on tailored digital offerings. I forged synergies with regional IT and operations teams to break down silos in technology and data integration—including data validation efforts, digitalization of client documents, and optimized deployment roadmaps for key IT/data systems essential to local operations and the digital portal.

My experience leading digital transformation and tech adoption across diverse markets—navigating complex IT architecture, operational barriers, and stakeholder requirements—equips me with unique expertise to immediately advance TechLab's advisory services in LAC. By building trusted relationships with country leaders while managing local team/client expectations, I am confident my cross-regional private sector experience combined with my deep knowledge of IDB operations—at HQ and COFs—will accelerate impact for TTD and TechLab's renewed mission.

Sincerely,  
Juan Pablo Bravo Celi, MBA, CCMP