

# Juan Pablo Bravo Celi, MBA, CCMP

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## SUMMARY

Digital Transformation & IT Strategy Executive with over 13 years of experience driving large-scale digital and operational implementations (\$5M+) for leading multilateral organizations (IDB, UNDP, 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, delivering IT 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 – Amazon Web Services** – Internship and 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**
- Florida State University (FSU)** – Tallahassee, FL, USA Aug. 2007 – Dec. 2011
- Bachelor of Science, Double Major in **International Affairs** and **Political Science**

## PROFESSIONAL EXPERIENCE

- Marsh ([Marsh](#)) ([Marsh McLennan](#))** Duesseldorf, Germany
- Digital Transformation Leader, Client-Facing Solutions – Continental Europe** Apr. 2022 – Jul. 2024
- Designed the regional strategy and roadmap for client-facing solutions across 35+ countries, leading the launch and rollout of the company’s first digital client portal. Achieved a 250% AAGR in client onboarding within the first 2 years.
  - Led and mentored a cross-functional, regional team of 20+ PMs to rollout a client portal across Europe’s largest markets.
  - Advised CCOs and CEOs across multiple countries on tailored digital value propositions, securing over 65% of new businesses where digital services were a crucial factor, including a client with 250+ accounts across 25 countries.
  - Established a client-centric *Continuous Improvement* operational framework to product development, boosting adoption rates to 60% in key markets, reducing change requests by 50%, and improving usability and satisfaction KPIs.
  - Optimized regional data management processes by collaborating with the Europe COO to streamline local operations, standardize data entry, and automate 40% of the data validation process. This reduced client onboarding time by over 60% and enhanced the digital customer experience.
  - Managed the digitally enabled portfolio for Risk Management & Corporate clients, generating over USD 19M in revenue and USD 200M in insurance premiums while maintaining operational excellence and delivering top-tier service quality.
- Digital Client Experience Manager, Client Platform Lead – Continental Europe** Mar. 2021 – Apr. 2022
- Developed and executed the Go-To-Market strategy for Marsh’s first global client digital solution across the top four European markets, securing Steering Committee and stakeholder endorsement of the roadmap and value proposition.
  - Led a regional team of 10+ specialists (DA, PO, BA, CMP) to launch the digital portal pilot program, driving IT awareness initiatives across Europe while ensuring operational readiness, resource allocation, and reliable KPIs.
  - Assessed key industry trends in IT solutions and advised CCOs & CEOs on local investment objectives.
- Inter-American Development Bank ([IDB](#))** Washington D.C., USA
- IT Adoption Project Manager Consultant (Innovation & IT Unit)** Jul. 2016 – May 2019
- Led the digitalization process and optimization of 20+ core business operations, partnering with key stakeholders and Business Owners (BOs) to ensure a functional alignment with Business Units’ strategic and operational goals.
  - Developed IT Transformation roadmaps and Change Management strategies for 15+ new technologies and digitized services—components of the new Enterprise System—ensuring seamless integration and adoption in 26 [country offices](#).

- Implemented a new agile product-design strategy integrating feedback from key stakeholders and Unit Chiefs, ensuring the highest business value, operational efficiency, and boosting digital platform adoption by 2.5K users in 18 months.
- Established agile management practices by including BOs in Vendor's sprint reviews and early user testing, resulting in a 70% reduction in change requests and achieving a 90% UAT sign-off rate (30% increase).
- Deployed 20+ IT products and services through phased rollouts, ensuring adoption by implementing tailored training programs with reliable feedback systems, and advising Directors on suitable tech to support operational goals.
- Led a team of 6 developers based in Argentina through the design, development, and implementation of a [Stata](#)-embedded web portal, mitigating IT security challenges to ensure safe external access to the bank's education datasets.

**Digital Transformation & Change Management Consultant (Technology Department)** May 2015 – Jul. 2016

- Designed and implemented a pilot program to evaluate and drive the early adoption of the new O365 collaboration tools, collecting metrics on usability, UX, and training needs, ensuring an efficient deployment across the organization.
- Assessed pilot program data insights with Microsoft specialists to address usability and performance issues and informed the decision-making process while solving operational challenges and adoption risks.
- Designed and executed the Change Management strategy for the O365 tools including marketing & communication plans, an Early Adopters Program, and IT training programs—virtual and on-site workshops—impacting 2K+ users.
- Established operational metrics—adoption rate, usage, Jira support tickets, and satisfaction surveys—to monitor the progress of technology implementation and track the successful adoption by 4.5K+ users across 26 countries.

**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.
- Developed partnerships and gained investors across academia, government agencies, and private-sector agents in LAC.
- Led a team of 5 professionals to mentor 100+ entrepreneurs in building business models and creating effective pitch decks to showcase to the Paraguay's PM and OAS Secretary General during the Venture Night event in Asuncion, PR.

**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.
- Evaluated Salesforce and Blackbaud CRMs software as potential tools for managing Plan's regional client portfolio.

**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 mitigating performance risks.

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

**LANGUAGES** • **English:** Fluent • **French:** Professional Level • **Spanish:** Native • **German:** Basic (B.1)

**CERTIFICATES & AWARDS**

- 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)
- Certificate in Business – **Florida State University ([FSU](#))** – Tallahassee, FL, USA (2010)

**SKILLS** • Agile Transformation • IT Strategy • Change Management • Digitalization • PO • GenAI • Team Leadership  
• Negotiation • People Manager • Stakeholder Management • Strategic Thinking • IT Marketing • IT Comms