

# Alina Pukhovskaya, MBA, PhD

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## DIGITAL WORKPLACE STRATEGIST | AI ADOPTION

Dynamic leader with 15+ years of international experience driving digital transformation, knowledge management, and AI adoption in global organizations. Proven expertise in optimizing collaboration systems, streamlining processes, and leading cross-functional teams across North America, Europe, and Asia. Recognized for mentoring, strategic project execution, and implementing cost-saving initiatives that enhance productivity and organizational growth. Fluent in English, Russian, Spanish, and German.

## SKILLS

Digital Workplace Transformation | Knowledge Management | AI Adoption Strategies | Process Improvement | Cross-Functional Leadership | Project Management | Research & Data Analysis | Multilingual Communication | MS Teams | SharePoint | Confluence | ServiceNow | NVivo | Power BI

## PROFESSIONAL EXPERIENCE

### RESEARCH ASSISTANT | University Canada West, Vancouver, Canada | Jan 2025 – Present

Supported academic research projects, while assisting with study design, data analysis, and dissemination of findings.

- Collaborated with faculty to design and conduct research on AI in education, supporting publications and international conference proposals. Co-authored and submitted the research article to a peer-reviewed academic journal.
- Analyzed qualitative interview transcripts using NVivo, producing coded datasets and thematic reports that guided paper drafting.
- Supported research dissemination efforts to enhance the university's academic visibility.

### KNOWLEDGE AND PRODUCTIVITY CONSULTANT | Self-Employed, Vancouver, Canada | Jan 2020 – Present

Provided consulting and training on knowledge management and productivity strategies for corporate, academic, and individual clients worldwide.

- Delivered customized consulting and training programs on knowledge management, AI tools, and productivity strategies for corporate clients and individuals.
- Mentored 30+ professionals across APAC in a productivity course with Forte Labs; 85% of participants reported measurable improvements in time management and knowledge workflows.
- Provided multilingual training (English, Russian, Spanish, German), enabling global reach and cross-cultural engagement.

### MANAGER, KNOWLEDGE MANAGEMENT | KPMG US, Mexico City, Mexico | Jun 2020 – May 2024

Led knowledge management operations for the IT department of 2,500 employees, overseeing strategy, governance, and collaboration tool adoption.

- Directed knowledge management operations for a 2,500-employee IT organization, aligning department strategy with organizational goals.
- Championed adoption of AI and GenAI tools via newsletters, training, webinars, and a company-wide hackathon, advancing digital workplace transformation.
- Redesigned governance and process frameworks as Process Manager, improving knowledge workflows and collaboration efficiency across departments.

- Managed, trained, and mentored a team of 5, implementing a rotation program to strengthen cross-functional knowledge exchange.
- Optimized collaboration platforms for 9,000+ users, reducing inactive accounts by 5,000 and generating significant annual savings.

**PARTNER & PRINCIPAL CONSULTANT** | Terra Colligo Latam SAPI de CV, Mexico City, Mexico | Jun 2017 – Dec 2019  
Delivered business process consulting and ERP/CRM implementations for small and medium enterprises, guiding clients through digital transformation.

- Led consulting engagements to redesign business processes, define technology requirements, and implement ERP/CRM solutions.
- Delivered customized Odoo ERP solutions in collaboration with international developer teams, improving operational efficiency and reporting.
- Facilitated organizational change management initiatives, enabling clients to achieve sustainable business improvements.

**OPERATIONS & BUSINESS DEVELOPMENT MANAGER** | The World Trader SA de CV, Mexico City, Mexico | Mar 2012 – Apr 2014

Oversaw operations and growth initiatives for an international trade company, developing processes and expanding digital sales channels.

- Established operational processes and continuous improvement frameworks for an international trade company.
- Developed and launched an online store, expanding nationwide sales channels and increasing customer reach.
- Implemented green marketing strategies across all channels, aligning with sustainability initiatives and strengthening brand reputation.

**RISK EXECUTIVE** | EOS Hong Kong Limited, Hong Kong, China | Sep 2010 – Feb 2012

Managed client risk assessments and due diligence processes for international trade financing, ensuring compliance and risk mitigation.

- Designed and implemented a risk assessment process for new clients, including evaluation criteria, interviews, and onsite factory audits.
- Represented the company at international trade shows and conferences, enhancing visibility and building business partnerships.

## EDUCATION

**MASTER OF BUSINESS ADMINISTRATION (MBA)** | University Canada West, Vancouver, Canada | Expected 2025

**PH.D. IN ECONOMICS** | University of Vitez, Bosnia and Herzegovina | 2018

**DIPLOM-KAUFFRAU** (equivalent to Master of Business Administration) | University of Saarland, Germany | 2010

## CERTIFICATION

**KCS FOUNDATION** | KCS Academy | 2021