

## Contact

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(LinkedIn)

## Top Skills

Technology Integration  
Cross-team Collaboration  
Leadership

## Languages

English (Native or Bilingual)  
German (Limited Working)  
Spanish (Native or Bilingual)

## Certifications

edX Verified Certificate for  
Introduction to Hyperledger Self-  
Sovereign Identity Blockchain  
Solutions

# Daniela Velando-Otarola

Senior Managing Consultant | MBA | Mergers & Acquisitions  
Washington, District of Columbia, United States

## Summary

I am a Senior Managing Consultant at IBM - Blockchain Practice. I found my passion in the crossroad between business and technology, identifying my customer's pain point and translating that into product functionality to meet their needs. My focus since April, 2018, has been to support the growth and establishment of TradeLens. TradeLens is a joint venture between Maersk and IBM to create a Blockchain-based SaaS platform that seeks to connect the global supply chain ecosystem and transform it through its digital solutions for visibility and financial transactions.

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## Experience

### IBM

8 years 1 month

Strategy Managing Consultant - Mergers & Acquisitions  
August 2023 - Present (1 year 1 month)

### Senior Managing Consultant - Senior Product Manager Digital Credentials

January 2023 - Present (1 year 8 months)

United States

- Strategy Setting - Developed and executed the strategic vision for the product across diverse industries including public sector, healthcare and life sciences, and the financial sector. Conducted targeted outreach and engagement activities with sector and industry leads, showcasing the product's unique value proposition and its potential to enhance their offerings and drive mutual success.
- Product Vision- Lead the roadmap to develop mobile and web applications for Digital Credentials and Identity for one of the largest implementations to date.
- Roadmap Planning - Develop and execute the product strategy and roadmap, identifying market opportunities and making data driven decisions.

Work with web and application engineers as well as UI/UX designers to ensure the overall Product success.

- Leadership – Lead team of 35 engineers, designers, and business teams. Ensure effective communication to several different internal and external stakeholders to drive to consensus around strategy and approach.

Senior Managing Consultant - Director of Product Success TradeLens  
February 2021 - December 2022 (1 year 11 months)

- Function establishment – Established the Customer Success Management (CSM) team to optimize the feedback loop into a more actionable pathway to drive functionality and product development. Created the operational process, KPIs, and communication paths to identify and assess customers that require closer account management.

- Account Management- Engaged with key stakeholder of the top 5% of accounts to ensure appropriate realization of value proposition, generating upselling opportunities by expanding the accounts use case of the platform. Intervened immediately to save 70% of accounts (including Fortune 500 companies and the top global retailers) that were considered lost.

- Product and Roadmap Influence – Created the process to Assess, analyze, and prioritize functionality requests taking into consideration the direction of the platform, market needs, and customer needs to drive product development and ensure product fit. Conduct internal and external research to create a business case. Use of product development tool (i.e., Jira) to identify, prioritize and manage development.

- Team Management - Established and managed the team of Customer Success Managers to ensure customer realization of value proposition, prevent churn, and expand accounts use case of the platform. Use of project management tools and methodology to manage the team and engagements improving key account visibility.

- Product Requirement Assessment- Collaborate on PRD to identify requirements for functionality needed to improve the platform functionality and customer experience. Worked with the team to accelerate development timeline by 300%.

Managing Consultant - Director of Onboarding Tradelens  
January 2021 - August 2022 (1 year 8 months)

- Team Management - Led a team across 5 different countries to successfully complete engagements. Created a culture of collaboration and growth to ensure all practitioners feel supported through all issues they may face during the onboarding process.
- Collaboration – Create closer working relationships between the functional areas to ensure we optimize each of our respective tasks while simultaneously improving the customer's experience. Ensure transitions from one functional area to another are smoothly taking place and that communication channels are structured in a way that improve working relationships.
- Process Improvement – Improved processes and KPIs by 300% to shorten the system activation timelines. Increased the number of supported accounts by 30% with the same team size by using Agile methodology, automations and segregating offerings and onboarding tasks to run a more efficient organization.

Managing Consultant - Senior Onboarding Manager TradeLens  
February 2018 - February 2021 (3 years 1 month)

Washington D.C. Metro Area

- Customer Success and Growth – Serve as a product SME during the sales cycle to support the platform adoption. Lead workshops and integrations for entities in both the private and public sector in North and South America, Europe and Asia (~30 Fortune 500 companies, customs agencies, ocean carriers, rail providers, ports and terminals)
- Technology Integration and Project Management – Drive complex integration projects to onboard new clients and network members into the ecosystem of TradeLens -a blockchain backed global supply chain digitalization solution. (11 Fortune 500 companies, customs agencies, ocean carriers, rail providers, ports and terminals)
- Product Management – Discover and design opportunities for data visualization and business analytics solutions. Outline overall Dashboard Offering strategy including governance, team roles and responsibilities and the requirements and development processes to be shared in a leadership meeting.
- Data Analytics – Define standard dashboard requirements and business use cases for development. Drive design and backend logic through the

full development cycle, demonstrate and train key stakeholders. (~15 new planning, operations and forecasting dashboards developed this year for BCOs, ports and terminals, rail providers and custom agencies)

#### Senior Consultant (Blockchain)

August 2016 - February 2019 (2 years 7 months)

Washington D.C. Metro Area

- Performance Analysis – Analyzed the performance of the Service Line quarterly and determined appropriate support for the Practice and Global leaders within CPR.
- Financial Modeling – Developed a pricing model for the Service Line to be piloted in 11 countries starting during 3Q in 2017
- Project Management – Supported international account teams on large (\$25M+) deals to close through client engagement sessions, deal coaching, orals prep, and materials preparation and design.
- Strategy Creation – Developed the strategy and business case for the expansion of the team as well as formalization of the process for deal qualification, progression and closing.
- Demand Generation – Built offering campaigns and webinars for Blockchain, CPA/RPA, and Talent and Engagement to enable the Practice's growth, provide client support and generate demand.

#### Groupe Nduom

Groupe Nduom MBA Fellow/ Internal Consultant

June 2015 - December 2015 (7 months)

Accra, Ghana

- Strategy Setting and Financial Modeling: Conducted a financial feasibility study. Developed a business strategy for the software development unit based on internal assessment of value creation processes that will increase sales to third-party users.
- Process Improvement: Created a process improvement plan for software development, client management and employee retention processes. Began implementation with two new software programs.
- Business Development: Identified underserved key potential target market for new products. Developed a plan for potential partnerships with software outsourcing companies for the testing phase.

- Project Management: Managed the development of different software products that are now in use by internal clients and will begin to be sold externally in 2016.

## Naturelgaz

### Project Coordinator

January 2015 - May 2015 (5 months)

- Consulting Abroad Program – Analyzed the company's current business model and created recommendations to expand their customer base
- Offered logistics solutions reduce transportation costs and increase their customer reach.
- Explored new technologies to provide alternatives to the company's current operations and infrastructure.

## Teach For America

### Teacher at Dr. Henry A. Wise Jr. High School

August 2011 - July 2014 (3 years)

Upper Marlboro

- Received Rookie Teacher of the Year award for 2011-2012 academic year.
- Management: Led 6 classrooms a year, a total of 600 students; helped to increase the average for the End of Year County Final by 15 percent.
- Strategic Planning: Empowered students to learn a foreign language through myriad instructional strategies and methodologies; doubled the number of students taking higher-level Spanish classes.
- Project Management: Led and organized a student leadership retreat for the top 10% students in the DC region; created partnerships with other teachers and education organizations.

## The Community Empowerment Fund

### Co-Chair of CEF-Latin@

June 2009 - June 2011 (2 years 1 month)

Chapel Hill, NC

### Chair and Co-founder of CEF-Latino

- Business Development: Assessed problems with 4 clients' existing businesses; created a plan of action for each client resulting in all 4 loans being repaid; 3 of the businesses' profits increased significantly within 3 months.

- Financial Management: Developed 12 microloans and 2 small business-training programs for the Hispanic community in the area resulting in all loans being repaid and the development of 12 business plans.
- Strategic Partnerships: Created partnerships with El Centro Hispano and Latino Credit Union, among others, to offer our clients further support and training.
- Team Development: Headed weekly meetings with other student volunteers and planned events for outreach, fundraising and trainings.

#### Senior Loan Officer

- Client Support: Organized over 30 weekly meetings with two borrowers, coaching them through an action plan that led to the borrowers' repayment of loans and personal savings.
- Decision-Making Authority: Decided on the approval or rejection of 50 microloans after examining applications, business plans and market studies.

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## Education

### The George Washington University - School of Business

Master of Business Administration (M.B.A.), International

Business · (2014 - 2016)

### University of North Carolina at Chapel Hill

Bachelor's Degree, International/Global Studies German Minor · (2007 - 2011)