DIRECTOR OF TRANSFORMATION | STRATEGY & TRANSFORMATION | OPERATING MODEL

JACKY LEVY DIAZ

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EXECUTIVE CURRICULUM VITAE

PROFESSIONAL PROFILE

I am a transformation and Operating Model design leader with experience spanning corporate finance, commercial and regional leadership, operations, entrepreneurship, and organizational transformation. I have contributed to 50 Authentic Synergies projects with indirect impact on more than 5,000 employees across 11 countries; personally worked with 45 organizations; and coached 760 leaders and executives. I connect strategy, governance, processes, people, data, and technology to turn complex challenges into measurable operating models and management systems. I use AI, automation, and analytics as business and execution enablers rather than as a standalone technology function.

EXECUTIVE COMPETENCIES

Business Transformation; Operating Model; Strategy Execution; Organizational Design; Process Architecture; Change Management; Transformation PMO and Governance; Operational Excellence; Organizational Diagnostics; Corporate Governance; Performance Management; KPIs and Scorecards; AI Enablement and Automation; Business Intelligence and Power BI; P&L Management; Value Creation; Business Development; Multi-site Operations; Cross-functional Leadership.

VALUE PROPOSITION | KEY SELLING POINTS

- I translate strategy and complex organizational challenges into operating models, governance structures, and execution systems.
- I have worked with 45 organizations and contributed to 50 Authentic Synergies projects, reaching more than 5,000 employees across 11 countries and coaching 760 leaders.
- I have designed corporate governance, PMO, KPI, compensation, and budgeting models for multinational groups and organizations undergoing transformation.
- At GBM, I led a regional business unit that grew from USD 30–35M to USD 70–80M in less than 3 years, achieving 105–125% of annual targets.
- I reduced the diagnostic process from 3–4 days to approximately 10 minutes through AI and automation.

PROFESSIONAL EXPERIENCE

AUTHENTIC SYNERGIES | COO and Co-Founder | 2021–Present | Madrid through October 2025; Mexico City since October 2025

Since 2021, I have led end-to-end sales, solution and methodology design, consulting and coaching delivery, internal processes, budgets, and product development. The company was legally incorporated in 2022, generates annual revenue of USD 350K–600K, and operates with 3 partners, 6–7 internal staff, 15 external collaborators, and 4 partners. I have contributed to 50 projects across 11 countries, indirectly impacting more than 5,000 employees; personally, worked with 45 organizations (30 independently or with partners and 15 through Authentic Synergies); and coached 760 leaders and executives.

AI, AUTOMATION AND PRODUCTIVITY | BLINDSPOT™ (FORMERLY DEEP DIVE)

I transformed the calculation, analysis, and preparation of diagnostic reports from a manual process requiring 3–4 days to approximately 10 minutes per report, freeing up nearly three days of work per case. The solution has been used with 50–60 people across 3–4 companies. At Authentic Synergies, approximately 80% of administrative processes and 50% of operational processes are automated. I use Claude, ChatGPT, Gemini, Perplexity, and Power BI, supported by rules designed to protect client data.

GOVERNANCE, BOARD EXPOSURE AND SHAREHOLDER ENGAGEMENT | STRATEGIC ADVISORY AND GOVERNANCE

I advise the Boards of Teipe Digital and Healthnology from their formation stages. At Logex Europe, I designed an integration strategy and a new service model approved by the Board in 2025. I supported the CEO of Cubit during his onboarding and strategic planning; I have also contributed to succession and appointment decisions and, since 2018, have presented transformation projects to owners, shareholders, and Boards.

SELECTED TRANSFORMATION PROJECTS

LEADING AUTO PARTS COMPANY | Governance, PMO and Operating Model | Guatemala | April 2024–Present

I led the organizational diagnosis, governance design, Steering Committee, PMO, roadmap, and redesign of the management system for a leading family-owned company in the sector. The engagement included generational succession, executive role definition, management renewal, and a Balanced Scorecard across seven areas. During the project, the workforce grew from 565 to more than 700 employees and branches increased from 25 to 30, while turnover fell from 45% to 25%. I remain involved in the strategic phase, including dashboards, organizational climate, and measurement.

LOGEX EUROPE | Integration Strategy and New Service Model | 2023–2025

Following an acquisition involving operations in 14 countries, I designed the integration strategy and a new service model to establish a new business vertical and align operations. The strategy was approved by the Board in 2025.

LEADING COMPANY IN THE AUTOMOTIVE SECTOR | Leadership Development and Assessment | 2021–2025

I served as a certifier, trainer, and coach using assessment centers to strengthen sales, team management, and conflict resolution. I participated in more than 30 cohorts, with ratings of 9.5–10 and only one participant not certified.

JTI PEOPLE & CULTURE IBERIA | Operational Redesign and Governance | October 2023–June 2024

I led the operational redesign of a 30-person department undergoing an Agile transformation, bringing Talent and Rewards together under the One Team model. I redistributed workloads, adjusted the structure, and established a four-person Governance Team, ten Golden Rules, and a proposed central knowledge portal. I integrated AI into training, use, and governance; according to the client's measurement, the number of people reporting work–life imbalance fell from 30 to zero in nine months.

LEADING INTERNATIONAL INSURANCE AND FINANCIAL SERVICES COMPANY | AI Adoption and Mentoring | 2024

I supported a 15-person commercial team in adopting AI, strengthening cohesion, and managing generational transition. I designed and implemented the engagement and a mentoring program that achieved 75% AI adoption.

ORANGE / MÁSMÓVIL | Post-Merger Integration | 2024

I co-led the engagement of more than 120 executives during post-merger integration, focusing on culture, organizational change, and alignment across IT and B2B.

AVEVA | Organizational Change and Workplace Well-being | 2024

I designed and delivered a preventive campaign focused on work practices, mental health, leadership, and conflict management.

LEADING HOSPITALITY AND TRAVEL EXPERIENCE COMPANY | Customer Experience | 2024

I designed and delivered customer service training to strengthen service practices and the experience delivered by operational teams.

GRUPO ISPD / PROJECT BLOOM | Corporate Governance and Group Transformation | 2021–2023

For a publicly listed group with six brands and revenue exceeding USD 250M, I designed the corporate structure and center–country governance model; implemented a PMO, KPIs, dashboards, compensation, and corporate budgeting; trained 100% of leaders; and supported consolidation from nine markets to seven. The consolidated plan was achieved in 2023.

ARANER | Organizational Transformation | 2021–2023

I worked with an organization experiencing high turnover and lacking a People function capable of sustaining leadership. The engagement reported a 25% increase in engagement and a 50% reduction in turnover.

SALESFORCE | Commercial Coaching | Ireland / Spanish Market | 2021–2023
I coached a commercial team in sales and leadership; the entire team exceeded its sales target for two consecutive years.

METAL ARKT MIAMI | Commercial and Operating Model Redesign | 2022

In response to weak commercial traction, unclear partner roles, and a lack of sales processes and metrics, I redesigned responsibilities, sales processes, KPIs, and dashboards. Sales increased from USD 1.5M to USD 3.5M, and the pipeline reached USD 5M.

LEADING POOL EQUIPMENT AND TECHNOLOGY COMPANY | Cultural Integration and Management Model Adoption | 2022

I designed a cultural and management adoption strategy following an acquisition, aligning teams with the organizational model and new ways of working.

LEADING GLOBAL LOGISTICS AND TRANSPORTATION COMPANY | Leadership and Management Model Adoption | Spain and Portugal | 2020–2022

I designed and delivered training and supported operational teams in adopting a new leadership and management model, reaching more than 1,000 people.

GRUPO ISPD / REBOLD | Post-Merger Integration and Leadership Transformation | 2018–2020

I designed and led the leadership program integrating Acceso and Digilant: a new leadership and management model, a code of conduct and guiding principles developed with managers and approved by senior leadership, a train-the-trainer approach, and a redesigned HR role supported by talent KPIs. Pre- and post-engagement assessments recorded desired behaviors increasing from 33 to 66, toxic behaviors decreasing by 71%, and workplace climate improving by 37%. The business unit met its financial and sales plans in 2018–2019 and its profit targets in 2020.

PROFESSIONAL EXPERIENCE | CONTINUED

NEXE: THE WAY OF CHANGE | External Consultant | 2021–2025; occasional engagements thereafter

I worked as an external consultant in change management and organizational transformation across Spain, the United States, and France, alongside my primary role at Authentic Synergies. My engagements covered cultural integration, adoption of new management models, leadership development, and organizational change.

IE BUSINESS SCHOOL EXECUTIVE EDUCATION | Executive Professor | Madrid | 2020–2025

During the COVID-19 pandemic, I designed a learning model combining in-person and remote participants. I delivered at least six programs to more than 100 executives, in groups of 15–20, covering strategy, transformation, culture, business, AI, innovation, and leadership. I designed an original module and one of IE's first "liquid sessions," rated 4.5/5, and contributed to digital learning models involving AI and virtual reality.

EMOTIONAL PAYCHECK INSTITUTE OF CANADA | Certified Instructor | Madrid | 2018–2025

I facilitated more than 15 workshops on emotional salary and supported Emotional Salary Ambassadors as internal change agents. I reached more than 400 professionals, connecting values, employee experience, leadership, and cultural transformation.

JACKY LEVY BUSINESS CATALYST | Founder | Madrid | March 2016–2021

I designed RESHAPE and Deep Dive to address leadership, culture, behavior, and execution, turning human and organizational challenges into measurable business practices. The operation was absorbed by Authentic Synergies in 2021.

INTUITIVA | Co-Founder and Director | Madrid | 2018–2020

I integrated intuitive thinking into digital transformation strategies for more than 20 companies and trained more than 1,000 employees in adaptive leadership and systemic change. Project results included up to 30% improvement in operational efficiency, a 25% increase in workplace climate, and 70% adoption of the frameworks developed. The company was dissolved during the pandemic.

PERSONAL TRANSITION AND RECOVERY | October 2015–2017

After concluding my role at GBM in September 2015, I went through a personal transition and a period of recovery and learning. From 2016 onward, I gradually developed independent projects, including Jacky Levy Business Catalyst.

GBM (IBM ALLIANCE COMPANY) | Regional Sales Manager / Sales Manager Mid-Market & HVP | 2011–2015

I designed the strategy to penetrate the mid-market and family-owned business segments and shift the services vertical from product and maintenance sales toward services. As Regional Sales Manager, I led one of three business verticals across seven countries, with more than 60 key accounts, 14 direct-report managers, and a 400-person operation. The unit grew from USD 30–35M to USD 70–80M; I managed a USD 70M sales budget and co-led budgets of USD 400M–1,000M, achieving 105–125% of annual targets. I developed more than 3,000 service contracts and a five-year contract portfolio exceeding USD 100M. In Guatemala, I oversaw 100 companies within a 6,000-customer base, achieved the annual target in six months, built a nine-person team, sold more than USD 7M in Lenovo equipment annually, and signed the agreement that made GBM Guatemala a Microsoft Cloud Service Provider. I reduced team turnover from 25% to 5%.

COPPER GROUP | General Manager, International Division / Business Developer | 2009–2011

I designed a family-business continuity and internationalization plan and then led its implementation. I restructured teams in Costa Rica (4 people), Panama (4), and Miami (2); implemented CRM/ERP and dashboards; opened a warehouse in Costa Rica; and turned Miami into a purchasing hub. I expanded the portfolio from 100 to 1,500 SKUs, created a private-label brand, and managed purchasing and production in China, Mexico, and the United States. Revenue reached USD 1.5–2M in Costa Rica, USD 1M in Panama, and USD 2M in Miami. I also established a family-member entry protocol to support business continuity.

EARLY CAREER IN CORPORATE FINANCE, PLANNING AND CONTROL | 2004–2008

Domínguez & Cía (2004–2005): I managed information on credit lines exceeding VEF 1,000M with three banks, payments and collections totaling hundreds of millions of bolivars, and three business units (cardboard, plastics, and metal), each with its own P&L. PepsiCo (2006–January 2007): I supported planning and control for an operation with revenue exceeding €100M, more than ten brands, and more than 3,000 SKUs. Vestas (January 2007–2008): I tracked sales budgets of €800M–€1,000M, equivalent to 20–25% of total revenue, within an operation present in 20–25 countries, with assigned responsibility for 15.

EDUCATION, PROFESSIONAL DEVELOPMENT AND SKILLS

Education: Bachelor's Degree in Business Administration, Universidad Metropolitana, Venezuela (2004); MBA, EAE Business School (2005–2006). Executive Education: Strategic HR Management, IE Business School (2019).

Certifications and Professional Development: Agile & Scrum Master, Agilar Spain (2019 and 2021; program reported as endorsed by Scrum Alliance); Lean Six Sigma Yellow Belt (2011); COBIT (2012); ITIL and Change Management (2013); Multiplier Leadership (2013); Executive Coaching, ICF (2015); ORSC / ICF (2017); Leadership in Action & Somatic, Arise / Strozzi Institute (2018–2019); Body Language, Kinesic (2018); Embodied Leadership I & II, Strozzi Institute / ICF (2019); Master NLP, IATA (2020); Positive Intelligence, Shirzad Chamine (2021–2022); Leadership for Recovery, IE (2023–2024); High Impact Dynamics and Firewalking Master, Fire Institute of America (2024).

Languages: Spanish (native); English (bilingual / full professional proficiency); Catalan and Portuguese (intermediate-basic; reading and comprehension). Tools: Power BI, Excel (VBA and PivotTables), Lucidchart, Visio, SAP, PeopleSoft, Salesforce, MS Project, Make, Zapier, Claude, ChatGPT, Gemini, and Perplexity.