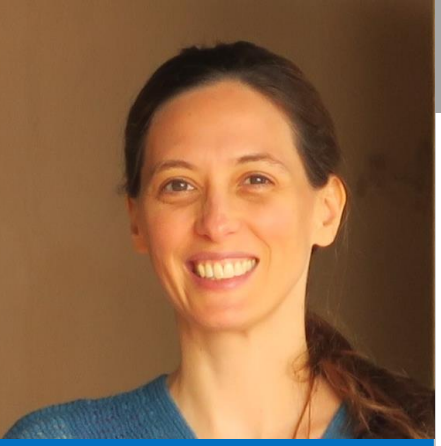


Florencia Vega

WHO I AM

Driven, enthusiastic and proactive professional with broad experience in communications.
I am passionate about leading and designing strategies, campaigns and generating learning teams that achieve greatness at every opportunity.

My experience includes leading virtual teams, coaching senior executives, digital transformation and employee engagement, public relations strategy, compelling storytelling, media and crisis management.

MY SKILLS

Fully bilingual in English and Spanish.

Coaching, leadership and change management experience.

Intercultural competences and influence skills to successfully manage multiple and sensitive projects.

EXPERIENCE

INGOUVILLE, NELSON & ASSOCIATES
March 2021 – To Date

Senior Consultant

Design, lead and facilitate leadership executive programs for different clients (big companies) based on assessing and understanding business strategy and communications needs. The programs have a practical approach and seek to develop key competencies and generate reflections that lead to anchor learning in the daily activities.

RESILIENCE COACHING & CONSULTING MEXICO
August 2020 – To Date

Executive Coach and Senior Consultant

Partner with Bimbo Mexico, Corporation and LATAM in its "Leadership Circles Program" aimed at creating an inclusive and diverse culture. I contribute to this goal through counseling, executive coaching and workshops to reflect on what it takes to build a new culture and close the gender gap. I empower and support leaders to become great mentors and mentees.

VISTAGE ARGENTINA
March 2020 – To Date

Executive Trainer

I train and coach CEOs of small and medium-sized companies to awaken new skills and new ways of thinking about themselves as leaders in the current business environment. My focus is on developing communications and leadership competences so they become inspirational leaders and great storytellers.

GLAXOSMITHKLINE
June 2014 – Jan 2019

Regional Communications Manager for Latin America

Responsible for leading corporate internal communications and engagement strategy as well as developing Supply Chain Heads and leadership teams to help them drive business performance, enhance organizational culture and strengthen employee engagement in Latin America (Argentina, Brazil, Panama, Costa Rica and Mexico).

- Built trust as a communications business partner, coached and developed senior leaders' communications capabilities to inspire employees/stakeholders and align them with the business.
- Led and executed integrated internal and external communications plans including several sensitive and high impact communications such as sites closures and product recalls without impacting the operation and the company's reputation.
- Ensured key campaings, storytelling, messages and business success practice are delivered timely and measured for continuous improvement.
- Evaluated the changing internal and external environment and proactively consider opportunities on current and future business strategy and employee motivation, advising the business on decision making.
- Led the leaders' cultural transformation in how to be digital within the new company's strategy and launched Workplace successfully in the region as a new communications platform to listen, share messages and lead conversations on the business direction.
- Lead, co-create and execute on Global Communication topics and projects.
- Built an effective network of communications champions across 9 manufacturing sites in Latin America to ensure alignment, campaigns deployment and a clear measurement strategy and KPIs are delivered at a local level.
- Worked jointly with global communications partners to ensure strategy and its delivery is coordinated, resources are leveraged fully, and a joined-up business. picture is presented to all audiences through different and creative ways.
- Partnered with HR to align on culture & engagement strategy and plans and achieved 86% on the engagement index (10% above the global standard).
- Drove and deployed "Engaging Conversations Programme" to 50 key leaders in the region, creating an open culture in which employees are listened and new ideas are welcomed.

EDUCATION

2014 - Postgraduate in Coaching and Organizational Change, Del Salvador University.

2005 - Master in Corporate Communications and Advertising, Complutense University.

2001 - Social Communication Sciences Degree, Buenos Aires University.

COURSES

2021 – Leap from Mastery to Artistry Leadership, Team Power Institute & Coaching for Greatness.

2020 - Digital Marketing Immersion, Digital House.

2019 - Advanced Leadership Programme, IAE Business School.

2019 – Agile Methodologies, Di Tella University.

CERTIFICATIONS

International Certification in Professional Coaching, I.A.C.

Team Coaching Certification, European School of Coaching.

CONTACT ME

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IBM ARGENTINA
June 2009 – June 2014

Communications Leader for Spanish South America Region

Responsible for the communications strategy of Technology Services Business unit in Spanish South America Region (Argentina, Chile, Colombia, Peru, Venezuela, Uruguay and Ecuador).

- Developed regional communications strategy and content on key campaigns and teamed-up with local communications heads to drive successful execution at a market level.
- Led external and public relations agenda including speaking opportunities, interviews and press tours to build trusted relationships with key media, analysts and influencers across the region.
- Raised awareness on partnerships and clients' experiences through external media.
- Supported the leadership team in internal/external speaking & media engagements by developing their capabilities on public speaking and creating messaging, statements Q&A and proof points.
- Raised IBM's profile as a technology services leader and drove best practices to increase communications impact & effectiveness on different external channels.
- Built a strategic and effective relationship with the media shaping and leading the conversations with influencers and key stakeholders
- Worked jointly with marketing teams to integrate priorities within the communications strategy and aligned planning with Latin America and Corporate guidelines.

ELECTRONIC DATA SYSTEMS
Oct 2007 – June 2009

Communications and Public Relations Lead

Responsible for the communications strategy and planning in Argentina, Chile and Andean Region according to business objectives and liaison with corporate team and Latin America region strategy.

- Led external agenda and managed PR agencies to build the company's reputation across the region. Drove successfully the launch of the new offices in Argentina, among other achievements.
- Executed the communications plan and key messages on Hewlett Packard & Electronic Data Systems fusion without impacting the operation and company's reputation.
- Developed communications policies, deployed communications training to executives and coordinated Town meetings, regional newsletter and compelling content for different channels.

OTHER JOBS

ROYAL & SUN ALLIANCE
March 2006 - Dec 2006

Communications Coordinator

IBM SPAIN
March 2005 - Feb 2006

Marketing Assistant for Spain and Portugal

POWERAXLE SPAIN
Dec 2004 – March 2005

Communications Executive Account

IMPSAT
Sept 2001 – Oct 2004

Communications and Development Analyst