

# ANDREI CERVANTES HUMAN-CENTERED LEADER TYPE

## PROBLEM SOLVER

Crafted a microlearning digital experience to scale adoption of a new automation mindset (50 NPS from +50,000 IBMers and clients)

Designed the end-to-end experience of a large bank's new credit card for affluent customers — leading 15 client-side nondesigners over 3 months

Guided a large oil and gas company — entering the contentious plastic industry — toward a clear sustainability strategy (1 of ~150 workshops delivered with a 90 NPS average)

Brought unquestioned clarity to an online payments company — on a \$50M procure-to-pay process they bought but couldn't comprehend

## WORKFLOW REMODELER

Reimagined how work gets done within Auto Claims, Trade Finance, Mortgage Lending and Lead-to-cash processes — into compelling Intelligent Workflows

Fully transformed the operating model of a large Middle East airline's IT org, overhauling the way they served business units' IT needs (a \$27M win)

Designed software-based Digital Workers for IT Management, enabling a hybrid workforce that frees up humans for more meaningful work — some reducing 1,000 hours of effort annually

## DESIGN THINKING LEADER

Reinvented the way Enterprise Design Thinking is positioned, articulated, learned and applied for IBM's consulting and services arm

Brought much-needed clarity, relevance, flexibility and applicability of the framework — to nondesigners and beginners

Developed programs, toolkits and content to clarify the integration of design thinking, agile and devops; simplify framework application; establish a path to proficiency; tackle complex business outcomes; among others

## UNIFIER

Aligned 11 global IBM teams on ~100 overlapping, even contradicting work streams — around a cohesive way to transform how sellers engage with clients

Rallied a highly expansive, fractured and political automation ecosystem around a single, unified and endorsed automation language

United six clashing orgs — tasked to reinvent the mindset of IBM's entire workforce — with an empathetic and shared understanding of their scattered, disjointed efforts

## TINKERER

Built comprehensive scenario-specific toolkits that empower sellers to confidently lead clients down a previously murky path to reinvention

Created a range of packaged outcome-specific workshops that allowed sellers to accelerate progress at key moments of an engagement

Developed a modular engagement model that helps offering managers easily tailor the model for their offering, while also allowing sellers to respond to clients' unique needs

## BEHAVIOR RENOVATOR

Crafted a program to drive adoption of Enterprise Design Thinking for IBM's 90 largest and most important accounts (76% increase in opportunities, 54% happier clients, 40% increase in deal win rate)

Scaled adoption of Enterprise Design Thinking globally, particularly in Latin America — activating +16,000 practitioners, 35 capable coaches and 17 local communities

Established a program to accelerate development of Enterprise Design Thinking Coaches, reducing activation from 2–3 years to a mere 6 months

Built an enablement program to help sellers adopt behaviors that lead clients toward reinvention and, in 2020, completely virtualized it for scaled and pandemic-driven delivery (65 NPS average from 400 individuals over 12 global events; impacting ~\$80M in next-quarter deals)

## GLOBAL NOMAD

Often led complicated global challenges, with a nomadic way of life that uniquely equips me to take on the travel demands and lengthy remote spells usually required

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## MY PATH SO FAR

Director, Experience Design  
Rocket Central  
2022–Present

VP, Experience Design  
Goods & Services  
2021–2022

Global Design Strategist and  
Enterprise Design Thinking Leader  
IBM  
2016–2021





Creative Director  
Multiple Advertising Agencies  
2012–2016

Copywriter  
Multiple Advertising Agencies  
2005–2012

## MY MANY NAMES

Design Director  
Design Consultant  
Design Strategist  
Director of Experience Design  
Head of Design Strategy  
Head of Experience  
Design Thinking Lead  
Design Adoption Lead

## MY CONTACT INFO

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## MY CLIENT PARTNERS

Consumer  
2K Games  
Best Buy  
The Kraft Heinz Company  
Wawa

Education  
Pearson  
Regent University  
Texas School for the Deaf

Finance  
Chubb  
PayPal  
PNC Bank  
Raymond James

Healthcare  
Aetna  
Florida Hospital

Oil & Gas  
BP  
Shell

Tech  
AMD  
Dell  
Microsoft  
Teradata

Telecom  
AT&T  
Cablevision  
Telstra  
Verizon

Travel  
American Airlines  
Etihad Airways  
La Quinta  
Southwest Airlines

Among others