

Ro Verdeja

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SUMMARY

Presentation Curator & Designer | Storyteller | Facilitator | Coach | Trainer

Master communicator and presentations designer for EVP and C-suite customers with 25 years of global client and market experience across 6+ languages. Experience developing, leading and working with high-performing teams; sharing complex and critical information in efficient and effective ways; working in an internal or external consultant role. Training individuals and teams.

Languages: English, Spanish, French, German, Portuguese, Indonesian and basic knowledge of Dutch and Thai.

Currently: Presentation Expert & Curator for the 2018 and 2019 TEDx University of Washington Conference.

RECENT

Technical Presenter at Microsoft

Apr-Nov 2018

Prowess Consulting, LLC

Professionally engage with EVP and C-Suite level executives, customers, partners, vendors and internal teams to introduce and explain the new, first-of-its-kind facility, CCC or Azure Cloud Collaboration Center.

The live demonstrations include visual storytelling, IoT demos and the expanse of Azure services, datacenter architecture, energy efficiency, security and sustainability innovations. All that while reading the audience and adapting to their individual needs.

SKILLS AND EXPERIENCE

Presentation Development and Design

1999-Present

Founder and Director of an executive communication consulting company delivering high quality communication strategies through effective and creative business presentations, as well as developing and coaching leaders in their presentation skills.

Role: Design presentations and coach executive clients; develop new business contracts; manage high-level executive relationships; manage staff, training and workflows; run a successful international virtual team; establish ongoing learning networks for both employees and clients.

Clients:

- | | | |
|--|------------------------|----------------------------------|
| • Nike | • Doedijns Group Int'l | • Metro Vietnam |
| • Unilever | • STAUFF | • International School HCMC |
| • Nestlé | • Samdhana Institute | • Australian Chamber of Commerce |
| • Tirian International | • Phillip Morris | • Orange |
| • Prime Plaza Group | • McCann Erickson | • IUCN |
| • German Development Corporation (GIZ) | • Ogilvy | |

Management

1996-Present

Executive roles managing teams.

- SkyTel, Director of Operations
 - Member of the Board of Directors reporting directly to the corporate headquarters in the US. Supervised five direct reports and 200 indirect reports.
 - Departments: Customer Service, Inventory, Billing, Operators (Call Center) and Shipping departments.
- RO VERDEJA, Business Presentations, CEO (Now Inkling Consulting, LLC)
 - Startup with three partners and a team of six employees.
- Hotel Plaza Naco, Manager on Duty
- SISL, Softball League Vietnam, founding member and Treasurer
- Volleyball League (Thailand, Vietnam, Indonesia), Founder and Manager

Training and Facilitation

2012-Present

Providing top quality training in management (customer focus, innovation, process analysis) leadership (innovation, virtual teams, decision making, escalation) and presentation skills to South East Asia and global clients as a consultant, presenter, facilitator, trainer and coach.

Clients:

- Tirian International
- Prime Plaza Group
- Daimler Financial Services India (DFSI)
- MDF Training & Consultancy
- MAMPU (Women's Empowerment)
- Atomic Garden (School of Marketing)
- Jones Lang LaSalle
- Contacto (Ad Agency)
- Global Issues Network (GIN)
- Bank of America Merrill Lynch (BAML)
- Deutsche Bank
- Standard Chartered Bank

ACHIEVEMENTS

- *Defying the odds*
 - *SkyTel Dominican Rep.:* Implemented a new national customer service standard for Call Center response protocol based on personal touch over savings, raising the industry standard nationwide.
- *“The Best Presentation in the LATAM Region”*
 - *Nike Brazil:* Designed and Curated Nike Brazil's Business plan presentations to the International CEO of Nike. Awarded the best presentation among Latin American offices by Nike CEO, Charlie Denson. [See Brazil's CEO testimonial on Link 1 at the end]
- *Breaking paradigms in finance training*
 - *Unilever Vietnam:* Finance training presentation and booklet - became the standard for the SEA region thanks to the cartoon mascot TAM. [See case study on Link 2]
- *Going global*
 - *STAUFF Brazil:* Innovative technical training tool, a 300 slide interactive document - STAUFF headquarters translated the presentation into four languages and distributed it globally.
- *Standing out with Storytelling*
 - *Prime Plaza Group Indonesia:* With a presentation to stand out from 20 similar others—only 5 slides and 3 min to present a Bali hotel to Australian travel agents—we took the audience through the true story of two hotel guests who came by accident on their first night and ended up coming for another 365 nights in the years that followed. [See case study on Link 3]

EDUCATION—UNIVERSITY

- Pontificia Universidad Católica Madre y Maestra, PUCMM
Bachelor of Hotel Management (Magna Cum Laude) Santo Domingo, Dom. Rep.
- Instituto Tecnológico de Santo Domingo, INTEC
MBA—focused on Executive Leadership(Partial) Santo Domingo, Dom. Rep

CONTINUED EDUCATION

- Skytel Training Program
Brand Management, Time Management, Managing Conflicts, Setting Goals & Standards, Effective Meetings, Effective Communications. Santo Domingo, Dom. Rep.
- Association for Continuing Education & Training (IACET)
Certified DISC Behavioral Analyst USA (Online)
- ISG School
German language immersion program Bonn, Germany
- Associação Brasileira de Ouvidores, ABO Nacional
The Ombudsman Role in Business São Paulo, Brazil
- National Guild of Hypnotists (USA)
Certified Hypnotherapist
Clinical and Transpersonal Hypnosis certification course Bali, Indonesia
- Bali International Spa Academy
Balinese Massage Therapist Bali, Indonesia
- Crystal Divers CDC Center
Professional Divemaster Bali, Indonesia

GENERAL SKILLS

Computers

Fully literate in Mac & Windows + Internet platforms | MS Office—expert in PowerPoint | Photoshop | Video & Sound editing Softwares | Quicken, QuickBooks | 60WPM

International Experience

Resided in the Dominican Republic, USA, Spain, Germany, Holland, Brazil, Thailand, Vietnam and Bali, Indonesia. Holder of Dominican and EU passports. US Permanent Resident.

Personal

Excellent verbal and written communication skills. Leadership and supervisory skills, outstanding experience as a mentor, instructor and coach. Strong ability to understand and analyze business strategies from a communication, sales & marketing standpoint. High evaluation and self-assessment standards. Risk taker, enthusiastic, open to new ideas, meticulous and discerning, highly developed imagination and creativity and high capability of applying them to daily tasks. Fast and flexible in the face of change. Passionate about inclusion and minorities.

- Spouse: Kelly♥McDonald
- Children: Yil (22), Sierra (22), Lía (20) and Ethan (19)

Activities & Hobbies

Volleyball, golf, tennis, softball, diving, sailing, swimming. Musician, singer, thespian, Latin music dancer. Volleyball coach for Int'l schools in Bali, Bangkok and HCMC. Spanish tutor & teacher.

REFERENCES: UPON REQUEST

LINKS

- Link 1: Nike testimonial <http://www.roverdeja.com/let-them-talk.html>
- Link 2: Unilever case study <http://www.roverdeja.com/unilever.html>
- Link 3: Prime Plaza case study <http://www.roverdeja.com/balil-dynasty-resort.html>
- LinkedIn Profile: <https://www.linkedin.com/in/ro-verdeja>

"Because we're afraid to ask for clarification, we make assumptions, and believe we are right about the assumptions; then we defend our assumptions and try to make someone else wrong. It is always better to ask questions than to make an assumption"

—From *The Four Agreements*, by Don Miguel Ruiz