

Adrián Reynaldo Mascheroni

Consulting business & IT Senior Executive

WORK HISTORY

2018 – Present **INADVANCE CONSULTING GROUP**
Founder and Managing Director
CEO and SME leading Technology Strategy project across different clients in LatinAmerica

GRUPO SUPERVIELLE
IT Advisor
External IT advisor for IT Steering Committee

INTER-AMERICAN DEVELOPMENT BANK
IT Advisor
Blockchain external advisor for BIDlab in Argentina

2012 – 2018 **ACCENTURE**
Technology Strategy lead for Hispanic South America – Managing Director
Responsible for the Accenture Technology Consulting Service line in Hispanic South America (P&L, project sales and QA execution):

- Defining Accenture Tech Strategy organization strategic intents and business plans for HSA (Argentina, Chile, Perú, Colombia)
- Leading Digital IT Transformation's programs (Multi-speed IT organizations, Cloud Strategy, Agile+DevOps, Analytics, Digital integration, Cybersecurity)
- Analyzing competitors performance and developing marketing campaigns,
- Controlling and managing P&L,
- Developing long-term C-level relationship with key clients across the region,
- Developing CIO agenda within Accenture key clients,
- Leading IT marketing events and conferences,
- Growing and maintaining Technology Strategy regional and local capabilities, (Regional Subject Matter Experts, local country team members, global experts, etc)
- Ensuring high-quality and industrialized project delivery (methodology, assets, knowledge, PoV, client expectations, etc)
- Creating and developing sales opportunities related to IT transformation programs.

Key achievements:

- ✓ **Positioned Accenture as a strategic Digital Technology advisor across the HSA region.**
- ✓ **Established & consolidated Tech Strategy capabilities and practice in Argentina, Chile and Colombia**
- ✓ **Promoted & developed cross-selling opportunities helping big-deals selling across Accenture**
- ✓ **Lead Digital IT Transformations across the region**

1997 - 2011 **ACCENTURE**
Technology Consulting – Senior Manager (starting as Consultant)
Responsible for sales and deliver IT transformations programs:

- Leading IT strategic initiatives and delivery of:
 - IT strategy programs; IT Organization; Governance and process models; IT Shared Services organizations; Industry Enterprise Architectures
- Managing IT infrastructure and Security transformations:
 - IT infrastructure consolidations; IT Security Operating Models and Business Continuity implementations; IT Operations excellence; Network rationalization
- Implementing core SAP systems:
 - SAP Industry Solutions; SAP R/3 & HR corporate solutions; SAP upgrades
- Developing and maintaining high-performance delivery teams
- Supporting AO and IO sales opportunities process and contracts

Key achievements:

- ✓ **Excellence in project delivery with high-level client satisfaction**
- ✓ **No Project over-runs**
- ✓ **Developed high-performance Project delivery teams**

1989 – 1997 **MALTERIA PAMPA (AmBev Malterías)**
Chief Information Officer – Argentina & Uruguay
Responsible for managing and evolving IT services and solutions across the company:

- Setting objectives and strategies for the IT area
- Selecting and implementing suitable IT solutions for optimizing operations and processes that provided high business value
- Designing and customizing application systems and platforms to improve both end-users and customers experience

Key achievements:

- ✓ **Robust IT organization, technical architecture and services implemented from scratch**
- ✓ **Low-cost IT architecture to support corporate business needs across Argentina & Uruguay**

EDUCATION

UNIVERSIDAD TECNOLÓGICA NACIONAL – Buenos Aires, Argentina
Information System Engineering

ACCENTURE EXECUTIVE TRAINING
Negotiation management – Argentina
Financial project management – Argentina
IT Effectiveness – USA

LANGUAGE SKILLS
Spanish (native), English (fluent), French (advanced)

ITIL Fundamentals – Argentina
IT Operations and strategic management – USA
IT Cloud Transformation - UK



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SUMMARY

Over 20 years of successful consulting business and IT transformation programs across several geographies and industries (Financial Services, Government, Telecommunications and High Tech, Products & Resources).

Strong experience in high-value Consulting, Technology Transformation & Business Development.

Ability to develop trusted and long term relationships with C-level executives.

Outstanding track record in IT transformation programs. Successful developing and managing regional capabilities and highly qualified professional teams (Sales & Project execution).

Broad IT expertise in Tech Consulting transformation initiatives:

- Digital IT Strategy and Transformation (Cloud Strategy, Agile+DevOps, Analytics, CyberSecurity, Omnichannel, etc)
- Core IT systems implementations
- IT Organization and business alignment
- IT infrastructure transformation
- IT Risk, Security management and business continuity

Vast experience delivering quality and results over different geographies: Argentina, Chile, Brazil, Uruguay, Bolivia, Peru, Ecuador, Colombia, Venezuela, México, Panamá, USA, South Africa.