

# Isabel Albelda Ros

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Before joining IBM I obtained a dual Bachelor's in Business Administration and Advertising while pursuing internships in both Spain and the US. In 2015 I joined IBM's Global Technology Services Graduate Scheme as a Business Specialist, and in July 2017 moved on from the Grad Scheme to be a full-time Project Manager. Working in the ever-changing environment of Transition and Transformation accounts, I enjoy the challenge of enabling the application of new technologies and solutions to old problems and processes. Every day, I look for opportunities to make my team more productive and successful, and so I am quickly becoming an expert at knowledge sharing and process improvement.

Another topic I'm passionate about is the power and potential of Personal Branding; most people seem to believe personal branding is only for business owners and job seekers, but used correctly, it can also lead to brighter, more fulfilling lives for career-minded individuals. As a result, I'm writing a practical Personal Branding book for success in the workplace. In 2014, I gave a lecture based on this work to business students at the University of La Rioja.

## WORK EXPERIENCE

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### Transition and Transformation Project Manager

July 2017-Now

*IBM, London*

Project manager on Transition and Transformation outsourcing accounts.

- T&T Lead Service Management Project Manager for TSB

Managing Service Management projects for the transition and transformation of service for a UK-based bank.

- Process Implementation Project Manager for Vodafone

Delivering process implementation for the Vodafone/IBM joint venture to ensure the adoption of standardized processes across all Service Management areas.

- Tooling Project Manager for a UK Distributed Network Operator (T&T Project Manager)

Delivered Tooling Optimization as part of a large T&T Programme for an electricity distribution network operator customer. This included the process implications of both complicated software integrations and different support teams in several locations.

- Defect and Incident and Problem Management Project Manager (T&T Service Management)

Worked in the T&T Service Management team as part of a large T&T programme for a global telecoms customer. As part of this programme I led defect management and the upgrade of the Incident and Problem Management modules.

### Graduate Business Specialist (Global Technology Services)

March 2015-July 2017

GTS Strategic Outsourcing Graduate Scheme, which involves four rotations over the course of 2 years:

Defect and Incident and Problem Management PM (T&T Service Management)

Nov 16-Nov 17

Part of the T&T Service Management team in a large T&T programme for a global telecoms customer as the Defect manager, owning our 3rd party relationship, and acting as the Incident and Problem PM to support customer business transformation.

T&T Service Management Programme Coordinator

June 16-Nov 16

Worked with the T&T Service Management team as part of a large T&T programme for a global telecoms customer, providing coordination and assistance for the delivery of 5 projects to support customer business transformation. Key contributions:

- Supported the delivery of a key Service Management milestone with the roll-out of a system upgrade. Volunteered to work shifts on an extremely intense application deployment over a four-day period (including a weekend). As part of this I also co-authored the lessons-learned documentation.
- Owned Change Management for the team, creating and driving Requests for Change. I also provided education on the client's Change Management system and process to the extended team, using a three-hour step-by-step training I created.
- Set up the process to ensure proper Change Management was followed by the different Service Management projects and all Project Change Requests were followed up and managed, with outcomes properly communicated to the customer.

RFS Manager, SAB Miller

Nov 15-May 16

Worked with the Client, Solutioners, Pricing, Commercial and Project Managers in order to manage client requests from conception to delivery, supporting the Request For Service (RFS) process end to end. Key contributions:

- Developed and delivered a Client Education session on our Service Catalogue tool, in order to improve client satisfaction, ease timely project delivery and increase efficiency by eliminating the need for repeat reviews. This session resulted in a sharp decrease in erroneous requests and received positive feedback from internal and external clients.
- Created and populated a knowledge repository for the RFS team in order to minimize expertise loss with changing resources. This helped bring new members up to speed quickly and efficiently in order to minimize the impact on the client, maintain team efficiency and the quality of work.
- Ensured skills transfer within the whole team to ensure flexible use of resources.
- Suggested and implemented improvements to the process in order to streamline it and ensure audit readiness.

Programme Management Officer, Williams & Glyn (RBS)

Apr 15-Oct 15

Provided support through management and improvement of processes, meetings and reporting activities that support and underpin the programme on a large business critical account. Primarily centred on ad-hoc assignments and organizing and supporting critical client workshops and meetings. Key contributions:

- Improved the Infrastructure Design and Build Management System, drastically reducing the time spent on reporting (freeing up resources for more complex tasks) and creating a standardized approach to data definition and collection that has eliminated inconsistent and contradictory data reporting, thus facilitating client conversations.
- Created a cohesive view of the Management System, clarifying and simplifying it. This proved useful in understanding and improving the existing processes, mapping governance, and on boarding new people to the account.
- Shared expertise by developing a number of guides as well as assisting in the on-boarding of three new team members.

### **Marketing Trainee**

October 2013-April 2014

*KaVo Dental, Madrid (Spain)*

Collaborated as key user in CRM implementation (Microsoft Dynamics) and elaborated a guide for sales reps to facilitate CRM use. Other relevant duties:

- Edited and created Web Content
- Translated specialized texts and marketing materials from English to Spanish

### **Human Resources Intern**

October 2012-July 2013

*Universidad Antonio de Nebrija, Madrid (Spain)*

Repositioned and managed the INCP's (Nebrija Institute of Professional Competencies) Online Presence Program, including the creation of web content. Other relevant duties included recruitment (primarily: identifying candidate sources, CV screening, phone interviews).

### **Marketing Intern (Multilevel Marketing, ACN)**

May 2012-July 2012

*Ron Bee and Associates, San Diego*

Proposed and facilitated ACN's presence at orientation events organized by the International Student Center (SDSU), which resulted in a source of new clients. Other relevant duties:

- Researched and contacted potential clients
- Participated in client and recruitment meetings
- Conducted market research of international students in the San Diego area

### **Marketing Intern (Student Assistant)**

March 2012-May 2012

*International Student Center, San Diego State University*

Participated in the development of the International Student Association's Budget and defended its increase before the Student Council, resulting in its approval. Other relevant duties:

- Created marketing materials for the International Student Center
- Coordinated and facilitated events and gatherings
- Community manager for the International Student Center and the International Student Association

## PERSONAL BRANDING

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- Lecture - Personal Branding: a winning job-search strategy (11/12/2014, University of la Rioja)
- Dissertation - *Personal Branding for Career Advancement, a step-by-step guide for achieving success in the workplace*

## EDUCATION

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### Bachelor in Business Management and Administration

June 2013

Universidad Antonio de Nebrija (Madrid, Spain)

- With honours in Development of Professional Skills III

### Study Abroad - Exchange Student in International Business

Fall 2011-Spring 2012

San Diego State University (San Diego, California)

### Bachelor in Advertising

September 2014

Universidad Antonio de Nebrija (Madrid, Spain)

- With honours in Strategic Communication Planning

## SKILLS

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### LANGUAGE SKILLS

- Spanish (native)
  - English (bilingual - Certificate of Proficiency in English)

### CERTIFICATIONS

- PRINCE2® Practitioner
- BCS Foundation Certificate in Agile
- ITIL® Foundation certificate in IT Service Management
- IBM Design Thinking Practitioner

### LEADERSHIP AND COMMUNITY SERVICE

#### Intercultural Ambassador Program, ISTEP and ISC, SDSU

February 2012-May 2012

Visited San Diego public schools to help young children gain a deeper understanding of intercultural issues and relations. ISTEP provided training in public speaking, intercultural communication and leadership development.

#### President of the International Student Association (San Diego State University)

2011- 2012

As the president of the ISA I planned and promoted workshops, events and meetings for more than 1.000 students, with weekly events of more than 150 participants. I also presented the association to students and other organizations, contacted professionals that supported the organization, and lead an executive board of 12 members from different countries.

Circle K member (2011-2012), Nebrija Entrepreneurship Club member (2009-2014)

My philosophy:

Be the best you can be, learn all you can learn, do all you can do; life's too short for anything else.