

# GERMÁN VELÁSQUEZ

Strategic Advisor | CX, Digital Transformation & Business Performance  
Colombia | Remote  
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## EXECUTIVE SUMMARY

Executive leader and strategic advisor with over 13 years of experience helping organizations translate CX, CRM, and digital transformation initiatives into measurable business results. I partner with executive teams to reduce operational costs, optimize revenue, and increase customer lifetime value by aligning processes, data, and decision-making.

## CORE BUSINESS OUTCOMES

- Reduced operational costs and cycle times through end-to-end process redesign and automation.
- Driven revenue growth through digital channel optimization, CRM governance, and commercial process alignment.
- Improved customer retention and lifetime value in B2C and B2B2C environments with measurable financial impact.

## SELECTED EXPERIENCE

### **Amarilo – Head of CX & Digital Transformation**

Led enterprise-wide CX, CRM, and digital initiatives for one of Colombia's largest real estate developers.

- Reduced operational inefficiencies through process reengineering across sales and service.
- Improved conversion and customer visibility via CRM standardization and analytics.
- Established governance models for CX and digital channels with executive-level KPIs.

### **Falabella Seguros – CX & Digital Strategy Leader**

Directed CX and digital strategy initiatives across high-volume insurance operations.

- Improved retention and reduced churn through experience redesign and VOC programs.
- Aligned CX metrics with financial performance.

## EDUCATION & CERTIFICATIONS

MBA – Digital Business  
Master's Degree – Marketing & Commercial Management