Araceli Colclough

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DIRECTOR – DIGITAL TRANSFORMATION, DATA & SUPPLY CHAIN STRATEGY

Senior Executive – Digital Transformation | Enterprise Data & Analytics | AI/ML Strategy

Global transformation leader with **20+ years'** experience in enterprise data strategy, supply chain analytics, and business intelligence across Fortune **500** and regulated industries. Proven record modernizing architectures, integrating **ERP/CRM,** and deploying **AI/ML** to drive **40%+** data quality gains, **30%** cost reduction, and **50%** faster decisions. Skilled in leading global teams, managing multimillion-dollar programs, and aligning technology with business growth. Recognized **speaker** on **AI/ML** and **digital transformation**.

WORK EXPERIENCE

ASSOCIATE DIRECTOR DIGITAL TRANSFORMATION (BUSINESS INTELLIGENCE & DATA ANALYTICS)

Becton Dickinson - San Diego, CA   11/2020 - 10/2025

- Led enterprise-wide data architecture transformation (**Databricks, Power BI, Alation, SAP S/4HANA**), boosting data accuracy **+40%**, cutting costs **-30%**, and enabling scalable global analytics.
- Designed and executed enterprise digital strategy across Finance, Quality, Commercial, and Supply Chain, cutting reporting cycles by **40%** and enabling faster, data-driven strategic decisions.
- Led global team of **50+** managers and software engineers, driving **AI/ML** and analytics adoption, boosting digital literacy, and embedding a culture of innovation across functions.
- Established cloud-based Data Governance & Catalog frameworks (**Collibra, Alation and Confluence**) for **9,000+ users**, improving self-service analytics and ensuring **ISO/FDA/HIPAA** compliance.
- Managed multimillion-dollar transformation programs with PwC and Deloitte, delivering high-impact results through agile execution and business value prioritization.

SENIOR MANAGER SUPPLY CHAIN ANALYTICS   01/2011 - 11/2020

Becton Dickinson - San Diego, CA

- Led **manufacturing strategy** across API manufacturing (MES, Data Integration, Analytics), deploying CAPA, WMS, and digital plant infrastructure to boost compliance **+30%,** accelerate batch release **-25%,** and enable real-time decision-making.
- Led **Industry 4.0** automation deployment integrating MES Apriso with AMRs, increasing throughput by **20%** and cutting manual tasks by **35%.**
- Led the design and implementation of executive dashboards tracking KPIs in safety, quality, delivery, finance, and sustainability, aligning daily operations with strategic goals, reducing manual reporting by **50%,** and increasing efficiency by **30%.**
- Consolidated and integrated 10+ ERP/CRM systems (SAP, JDE, Salesforce), enhancing data accuracy and financial visibility while improving decision speed by **25%.**
- Founded and led the Supply Chain Analytics Center of Excellence, managing **9 senior engineers and** delivering actionable insights that improved planning, procurement, and manufacturing efficiency.

DEMAND PLANNING MANAGER   11/2009 - 01/2011
Sony Electronics - San Diego, CA
  ● Implemented SAP-integrated demand planning with agile methods, boosting forecast accuracy **+25%**
    and reducing global supply chain costs.

INFORMATION TECHNOLOGY SYSTEM MANAGER   08/2006 - 11/2009
McCain Traffic/SWARCO - Vista, CA
  ● Increased production efficiency by **20%** by modernizing legacy manufacturing systems and applying
    MRP analytics to optimize manufacturing workflows.

IT INFRASTRUCTURE MANAGER   06/2002 - 08/2006
Deloitte - San Diego, CA
  ● Led infrastructure consolidation for Fortune 500 clients, reducing operational costs **20%** and
    enhancing service delivery speed by **15%.**

MANAGER, IT FINANCIAL OPERATIONS   06/2000 - 06/2002
Panasonic - Tijuana, MX & San Diego, CA
  ● Deployed SAP financial systems to optimize cost control, improve executive reporting accuracy, and
    ensure compliance with international standards.

EDUCATION

CETYS Universidad – Tijuana, Baja California

Master of Business Administration (MBA), Financial Accounting & Strategic Management

Universidad Autónoma de Baja California – Tijuana, Baja California
Bachelor of Science (BS), Computer Engineering

COURSES AND CERTIFICATIONS

CISSP: Certified Information Systems Security Professional – Infosec
CISM: Certified Information Security Manager – Pearson
Artificial Intelligence & Machine Learning Engineering Professional – Microsoft
Lean Six Sigma Green Belt – Becton Dickinson
SAP Consulting Diploma (FI/CO, MM, PP Modules) – Panasonic
Toastmasters: Persuasive Influence & Dynamic Leadership – Toastmasters International
Change Management – Packt
Why Smart Executives Fail: Common Mistakes & Warning Signs – Dartmouth College

PROFESSIONAL SKILLS

  ● Visionary Leadership | Cross-Functional Team Management | Training & Development
  ● Project & Change Management | Strategic Technology Planning | Risk & Cost Optimization
  ● AI/ML (Agentic, Generative, NLP) | Automation Strategies | Data & Business Analytics
  ● Data Architecture | Data Governance | Real-Time Analytics
  ● Cloud Platforms (Azure, Databricks, Data Fabrics)
  ● ERP/CRM (SAP S/4HANA, JDE, Salesforce, Coupa) | Collibra | Alation | Jira
  ● Cybersecurity & Compliance | Supply Chain Optimization | Forecasting (Blue Yonder, Kinaxis)
  ● Continuous Improvement (Kaizen, Six Sigma) | Operational Efficiency | Python | Power BI
  ● Agile & Waterfall Methodologies | English (Advanced) | Spanish (Native)