ESTEFANIA BALDINI

TECHNOLOGY & SERVICE STRATEGY LEADER

AI & Automation | Digital Transformation | Global Service Portfolio Leadership | P&L and People Leadership

Costa Rica • Open to International Relocation & Remote Leadership Roles
www.estefaniabaldini.me | linkedin.com/in/estefania-baldini-2a463151

EXECUTIVE PROFILE

Bilingual technology and business leader with **10+ years of experience** spanning AI, automation, RPA/hyperautomation, software delivery, and enterprise digital transformation. Currently leads a **30+ professional organization** and a **25+ client portfolio** at GBM Corp., a leading regional technology group, with end-to-end accountability for people development, service strategy, portfolio evolution, business development, financial performance, and technology-partner relationships across multiple countries.

Proven ability to translate emerging technologies into scalable, commercially viable services — connecting boardroom strategy with technical execution. Former **Head of Growth at Webinfinitech**, where she helped scale the organization from a founding project to **38 professionals serving 15+ clients**, including global brands such as **Pfizer and Suzuki** across South America. Master's degree in Artificial Intelligence and Knowledge Engineering; Cloud Woman Biz Innovation Award nominee.

CORE COMPETENCIES

Service & Business Strategy
- Service & practice strategy
- Portfolio management
- Go-to-market & sales strategy
- Digital transformation
- Growth & expansion strategy

People & Organization
- Leadership of 30+ professionals
- Talent development & coaching
- Performance management
- Capacity & workforce planning
- Cross-regional alignment

Business & Operations
- Client & stakeholder management
- Financial performance (P&L)
- Vendor & partner management
- Operational excellence
- Service delivery

Technology
- Artificial Intelligence
- RPA & hyperautomation
- BPM, Automation Anywhere
- IBM Cloud Pak, Power Platform
- DevOps, Agile, Cloud

PROFESSIONAL EXPERIENCE

GBM Corp. | *Costa Rica | Regional (Central America & Caribbean) | 2019 – Present*

Software Delivery Coordinator *2023 – Present*

Lead a **30+ professional organization** supporting a **25+ client portfolio**, owning service strategy, portfolio management, business development, financial performance, capacity planning, and regional and technology-partner alignment.

People & Practice Leadership

- Lead and develop a **30+ person team** across diverse technical disciplines, driving coaching, performance management, and individualized career development plans.
- Own the **annual certification strategy**, aligning technical upskilling with business and technology priorities across the practice.
- Assess organizational capability against future demand to proactively identify skills gaps and staffing needs.
- Drive continuous enablement through internal knowledge-sharing initiatives, including a monthly **"Technical Pill"** program.

Service & Portfolio Strategy

- Define and evolve **service strategy**, aligning portfolio capabilities with client needs and market opportunity across AI, automation, RPA, and hyperautomation.
- Maintain end-to-end ownership of the service portfolio, identifying and launching new capabilities and offerings.
- Translate technical capabilities into business value propositions, developing positioning materials for internal and external audiences.

Business Development & Sales

- Define and execute the **sales strategy for services**, converting technical capability into commercial opportunity through cross-selling and upselling.
- Support strategic sales engagements through client presentations, technology consulting, and solution positioning.
- Represent the organization externally at conferences, webinars, and industry events, strengthening market visibility.

Client, Regional & Partner Leadership

- Manage strategic engagement across a **25+ client portfolio**, balancing business needs, service capability, and resource availability.
- Serve as coordination and escalation point across clients, delivery teams, leadership, multiple countries, and technology partners.
- Own strategic alignment with technology manufacturers and partners, driving joint initiatives and portfolio expansion.

Financial & Capacity Management

- Own **monthly financial performance** review for the practice, including billing oversight for external and freelance resources.
- Monitor and forecast resource capacity against client demand, balancing financial objectives with service quality.

Software Delivery Team Leader *2021 – 2023*

- Built and developed **high-performing automation teams** by mentoring junior professionals and recent graduates, accelerating their technical growth through structured coaching, continuous feedback, and performance follow-ups.
- Implemented a framework for **best practices, knowledge sharing, and continuous improvement**, strengthening delivery quality, team capabilities, and operational consistency.

Software Delivery Specialist *2019 – 2021*

- Designed and delivered complex automation solutions that transformed manual processes requiring **up to two weeks of work into automated workflows completed in just four hours**, generating significant cost savings and operational efficiencies for clients.
- Developed tailored technology solutions leveraging **RPA, Blockchain, and Kubernetes** across multi-cloud environments, addressing complex business challenges through scalable and innovative architectures.

Head of Growth *2018 – 2023*

Webinfinitech | *Costa Rica*

Co-led strategic growth and operations of a technology and digital services firm, scaling it from a founding project to **38 professionals serving 15+ clients**, including global accounts such as **Pfizer and Suzuki** across South America.

- Led daily operations and built scalable processes supporting high-quality, efficient service delivery as the organization grew.
- Directed financial performance, budgeting, forecasting, and cost control for the business.
- Built and maintained key client relationships, identifying and executing upsell and expansion opportunities.
- Expanded service lines from marketing campaigns into social media, advertising, and broader digital services offerings.
- Led talent management and organizational growth in step with rapid business expansion.

EARLIER EXPERIENCE

Software Developer *2017 – 2019*

Rodelu | *Costa Rica*

- Developed web and mobile applications following DevOps and Agile/Scrum best practices, managing delivery through Jira.
- Provided technical leadership, delivering solutions aligned to client requirements and operational efficiency goals.

Software Developer *2012 – 2017*

Baptist & Beaumont Agency | *Costa Rica*

- Designed and developed web and mobile applications tailored to client requirements, including full technical and user documentation.
- Improved application performance by **30%**, contributing to a **20% increase in customer satisfaction**.

TECHNOLOGY

AI & Automation: Artificial Intelligence, RPA, Hyperautomation, BPM, Automation Anywhere, IBM Cloud Pak for Business Automation, Microsoft Power Platform, Ansible, Blockchain

Development: Python, Java, C#, Agile, Scrum, DevOps, CI/CD, Jira

Cloud: AWS, IBM Cloud, Microsoft Azure, Kubernetes

EDUCATION, LANGUAGES & RECOGNITION

Education

Master's Degree in Artificial Intelligence and Knowledge Engineering
Technical University of Spain (TECH)

Languages

Spanish — Native
English — Fluent (professional working proficiency)
Italian — Intermediate

Awards & Recognition

Cloud Woman Biz Innovation Award — Nominee
MBT GBM Recognition — 2023
MMT GBM Recognition — 2024