

Daniela Landsberg

Program & Project Management | Transformation & PMO | Chief of Staff / Strategy Partner | MBA-PMI | EN · PT · ES | US & LATAM
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PROFESSIONAL SUMMARY

I've always worked through the lens of projects — long before “Project Manager” appeared in my title. For me, project management isn't just tracking tasks; it's the art of **turning strategy into outcomes**, creating structure where there is ambiguity, and building systems that others can rely on.

Over the last 20+ years, I've led **hundreds of initiatives across industries** — from SaaS and retail to real estate, and consulting — across North America, LATAM, and Europe. I've:

- **Directed SaaS go-to-market and onboarding programs** that helped scale revenue to \$20M+ ARR
- **Managed \$10M+ B2B portfolios** in financial services, improving client retention and satisfaction
- **Delivered 500+ franchise and retail implementations** across three continents, establishing governance and operational playbooks
- **Designed and executed 200+ customer experience and interior projects**, blending experiential design with business impact

What makes my approach unique is the ability to balance **execution with transformation**. I've built and supported PMOs, created governance models, trained and enabled project managers, and partnered directly with executives on high-impact, cross-functional initiatives.

My foundation in **neuroscience and neuropsychology** adds another dimension — I understand how people think, how teams adapt, and what drives adoption in times of change. This allows me to lead transformations with empathy, resilience, and results.

Fluent in English, Portuguese, and Spanish, with experience navigating diverse markets across the US and LATAM, I bring adaptability, cultural fluency, and the confidence to operate at both the strategic and executional levels. My mission is constant: **turn complexity into clarity, and strategy into impact**.

CORE COMPETENCIES

- Program & Project Management • PMO Development & Governance • Special Strategic Initiatives
- Executive Partnering • Strategic Planning & Prioritization • Operating Rhythms & Management Processes (OKRs, QBRs, MBRs)
- Change Management & Adoption, leveraging **Neuroscience-based approaches** to drive engagement and resilience
- Portfolio & Risk Management • Cross-Functional Orchestration • Stakeholder Alignment (executives, product, operations, field)
- Project Tools: **Microsoft Project, Asana, Trello, Smartsheet** • Executive **Presentation Design** (PowerPoint / Canvas)
- Trilingual: **English • Portuguese • Spanish** | Cultural Adaptability: US & LATAM

PROFESSIONAL EXPERIENCE

From Scratch Consulting

Founder & Strategic Advisor | Dec 2022-Present

- Advised a \$20M+ ARR SaaS platform (PDA Soluções) on post-sale implementation and retention strategy — creating onboarding playbooks, training guides, and implementation plans adopted across CS, Sales, and Account teams.
- Designed governance models and PMO foundations, helping executives prioritize and structure strategic initiatives, establish roadmaps, and implement management processes.
- Trained and mentored cross-functional staff (PMs and non-PMs alike) in PMI-based project practices, building organizational project management maturity.
- Streamlined service delivery through targeted projects for SMB clients, aligning KPIs with business goals and delivering measurable improvements in onboarding efficiency.
- Led CRM implementation projects (Salesforce, HubSpot), redesigning processes to improve customer health tracking, churn alerts, and upsell visibility.
- Coordinated cross-functional teams (Product, Ops, Support) through go-live phases, ensuring aligned delivery and adoption.

CG Franchise

Director of Customer Excellence & Strategic Projects | Jun 2016 - Nov 2022

- **Led onboarding and post-sale success for 500+ franchisees** across three continents, managing technical deployment, training, and operational enablement from sale to full operations.
- **Directed a multilingual team of 8**, creating standardized onboarding processes, KPI dashboards, and workshops that improved adoption, time-to-value, and satisfaction.
- **Partnered directly with the CEO on strategic and special projects**, supporting governance design, prioritization, and delivery for global clients including Disney, Hilton, FIFA, and Ambev.
- **Trained 100+ employees in PMI-based project management**, building organizational maturity and ensuring consistent execution across functions.

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- **Delivered 100+ customer and partner events** – from training programs to summits – driving alignment, standardization, and performance across the network.
- **Managed creative marketing and process-improvement projects**, integrating customer experience insights into service delivery and operational workflows.

DOL Design

Director of Strategic & Creative Projects | Dec 2006 - June 2016

- Directed **200+ experiential design projects** for retail, real estate, and service-driven clients, overseeing end-to-end execution from concept through delivery.
- Led strategy and project direction, ensuring excellence in execution by aligning design vision, client expectations, and operational delivery.
- Introduced project planning frameworks that streamlined team coordination, vendor management, and budget control, increasing efficiency and consistency.
- Applied service design and behavioral insights to create environments that enhanced customer engagement, brand experience, and loyalty.

Preventis Consulting (with Deloitte Partnership)

Senior Manager, Project Management | Apr 2005 - Dec 2006

- **Led consulting projects for large-scale retail chains**, driving operational excellence, compliance, and loss prevention initiatives.
- **Managed and developed a team of project managers**, ensuring governance, delivery discipline, and alignment with strategic goals.
- **Delivered enterprise-wide rollouts**, training 1,000+ frontline employees on standards, compliance, and customer protocols.
- **Improved operational performance by 35%** through process redesign, adoption of digital tools, and stakeholder coordination.
- **Oversaw vendor and client teams** to ensure projects were delivered on time, within budget, and aligned with scope.

Necxt

Senior Relationship & Project Manager | Mar 2002 - Mar 2005

- **Owned a \$10M+ B2B portfolio** in the tech and financial services sectors, ensuring account growth, retention, and strategic alignment.
- **Managed key client implementations** in the credit card industry, coordinating between business and IT teams to deliver projects on time and within scope.
- **Led customer engagement initiatives** that improved satisfaction and reduced churn across complex enterprise accounts.
- **Introduced digital tools** that enhanced service efficiency, reporting, and project visibility.

Citibank

Project Lead - Operational Improvements | Dec 1997 - Mar 2002

- **Led operational improvement projects** in credit and customer service departments, driving efficiency and service excellence.
- **Spearheaded process automation** that reduced credit application turnaround from **2 days to 3 hours**, significantly improving customer experience.
- **Coordinated digital workflow implementations**, partnering with IT and business teams to streamline processes, improve quality, and raise satisfaction levels.
- **Recognized with a Quality Award** for the automation initiative, with Citibank sponsoring a full **MBA in Project Management (Fundação Vanzolini - USP)** as a result of project success.

EDUCATION

- **Master's in Project Management (PMI-aligned)** - Universidade de São Paulo, Brazil
- **Bachelor's in Business Administration (Business Office Automation)** - FATEC, Brazil
- **Master/PhD Program in Cognitive Neuroscience (On Hold)** - Florida Christian University, Orlando, FL

Certifications & Professional Development

- **PMP Certification** - *previously held, in process of renewal (2025/2026)*
- **Project Governance and Project Management Office (PMO)**
- **Organizational Development • Sales Enablement • Positive Psychology • Life & Business Coaching • Neuropsychology**