

# Araceli Colclough

Driving change through digital strategy—delivering business results faster, smarter, together.

## Current Role/Location

- Assoc. Director BI & Data Analytics
- Torrey View, CA (San Diego)
- LinkedIn : [Araceli Colclough, MBA](#)



## Transforming with strategy | Leading with data | Empowering to deliver results

### Career Highlights/Background

Celebrating BD – 14.5 Years | Digital Transformation & Supply chain

- Drove digital strategy with senior leaders across **Finance, Supply Chain, Commercial Operations, Quality, and broader operations.**
- 30% reduction in manual tasks (via automation)
- 50% faster reporting cycles (via analytics)
- 20% increase in customer satisfaction (via digital tools)
- 3x more employee-led innovation ideas (via culture programs)

### Prior to BD

- Sony – Transformed forecasting to boost global planning agility.
- SWARCO – Applied MRP analytics to scale manufacturing efficiency.
- Panasonic – Unified IT Finance systems for strategic financial clarity.
- Deloitte – Modernized IT to drive scalable digital growth.

### My Unique Background & Life Experiences

- MBA, CETYS | BS, Computer Engineering, UABC
- Mentor, scale high-performance teams, and speak on digital innovation.
- Partner with senior leaders to align tech and business for business impact.
- Drive AI/ML, analytics, and supply chain transformation.
- Investor and outdoor enthusiast.



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## Steppingstones: My Career Journey of Continuous Progression

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*"We help each other be great"*  
BD – Values

**Deloitte.**

### IT Architecture & Operations

- Built enterprise IT infrastructure across architecture, networks, and telephony.

**Panasonic**

### Finance IT 2006

- Integrated SAP Analytics across Sales, Finance, Quality & Supply Chain to streamline enterprise operations



### Information Technology System 2009

- Increased 20% production efficiency by modernizing legacy manufacturing systems

**SONY**

### Demand Planning 2011

- Improved 30% forecast accuracy and agility across global operations
- Aligned cross-functional teams, accelerating strategic goal execution



### Sr. Manager, Supply Chain Analytics 2020

- Built SC Analytics CoE (9 engineers)
- Consolidated 10+ systems (+30% analytics efficiency)
- Delivered KPI dashboards (executive alignment)



### Assoc. Director, Business Intelligence & Data Analytics 2025

- +40% data accuracy (governance)
- -30% operational costs (modernization)
- 9,000+ users enabled (analytics)
- \$MM programs led (with senior leadership)

**"Great leaders own their vision, innovate boldly, and create an environment where everyone feels empowered to shape the future together"**

Satya Nadella, the CEO of Microsoft

**Innovation with Purpose –** Technology as a driver of meaningful change.

**People-Centric –** Empowering teams through digital tools, AI/ML & Analytics.

**Collaborative Leadership –** Aligning executives, functional leaders and cross-functional teams for scalable success.

**Strategic Execution –** Leading \$MM strategy, vendor partnerships, and project delivery.

**Measurable Impact –** Demonstrating ROI and business value.