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: <u>Araceli Colclough</u>, <u>MBA</u>





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

Career Highlights/Background

Celebrating BD – 14.5 Years | Digital Transformation & Supply chain

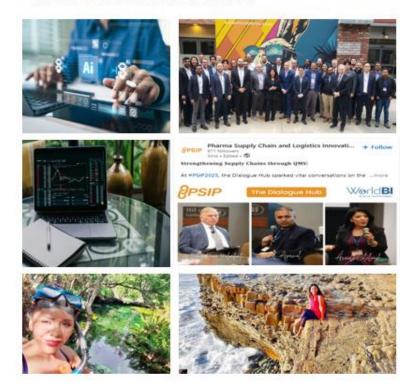
- Drove digital strategy with senior leaders across Finance, Supply Chain, Commercial Operations, Quality, and broader operations.
- 30% reduction in manual tasks (via automation)
- · 50% faster reporting cycles (via analytics)
- 20% increase in customer satisfaction (via digital tools)
- 3x more employee-led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

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





"We help each other be great" BD - Values



Demand Planning

2011

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

Sr. Manager, Supply **Chain Analytics**

2020

C BD

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

Assoc. Director, **Business Intelligence** & Data Analytics

2025

BD

- +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

Deloitte.

IT Architecture & Operations

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

Panasonic

2006

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

Finance IT

manufacturing systems

The Better Way, Every Day

Increased 20%

production efficiency

by modernizing legacy

System

2009

Information Technology

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 crossfunctional teams for scalable success.

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

Measurable Impact -

Demonstrating ROI and business value.