

Nomination: 19828

Partnering With Our Stakeholders, Empowering Our Teams to WIN Together

**Page: General Information**

**Name of Organization / Company**

IBM

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**Entry Title**

Partnering With Our Stakeholders, Empowering Our Teams to WIN Together

**Category**

A01 - A09 - Award for Innovation in Management > A01C. Award for Innovative Management in Business Product & Service Industries - 100 or More Employees

**Submission Format**

An Essay of up to 625 Words

## Essay

With 13 years of solid experience in Quote-to-Cash (Q2C), Rosselle is currently the Squad Leader for ASEAN and ANZ Markets managing IBM Consulting. She is a passionate woman leader who builds great partnerships with stakeholders.

Her invaluable contributions across several critical Q2C areas and strong and effective leadership and collaboration, empowering the team towards achieving Q2C goals, are essential to organizational success.

Being a Project Management Certified Professional from the Project Management Institute, she applies various Project Management techniques and methodologies to successfully implement significant projects such as Win Grounds.

She has excelled in managing the rollout of the Pre-Sales tool which resulted in hours of savings and optimization, meeting the global headcount targets. Her collaboration with Consulting led to the establishment of the Philippines Bid Management Team, enhancing operational capabilities. In Data Management, she empowered her team and led the successful migration of agreements and provided crucial support for the Intelligent Workflow Order Management tool deployment. Rosselle also spearheaded several tool clean-ups and deployments for Brand Sellers. In Contract Management, she achieved early billings for all accounts and initiated a project, Adopt-a-PM, for Q2C and Brand collaboration. Furthermore, she ensured seamless transition to her successors for these processes, ensuring continued success.

Key Achievements:

### • Pre-Sales (Bid Management)

- She has demonstrated strong stakeholder management and mobilized her team from India & South Asia, ASEAN, A/NZ and Korea to strengthen their capabilities through Project Win Grounds, resulting in double digit growth in IBM Consulting in the Asia Pacific Region in 2022 and 2023 (65% increase on new signings) with over \$500M worth of won deals in 4Q 2022 and over \$1m in 2023.

- She collaborated with Kaizen on the deployment of the Pre-Sales tool which contributed to hours of savings and met the Global Pre-Sales headcount target for Q2C while achieving Key Performance Indicators for Q2C in the last 3 years.

- Her efforts paved the way for establishment of the Philippines Bid Management Team, the Pre-Sales arm of IBM Consulting, who will partner with sellers in the Pre-Sales space, enhancing operational capabilities.

### • Data Management

- She empowered her team across ASEAN and ANZ to work with Asia Pacific Kaizen, ASEAN and ANZ sellers to successfully complete the migration of relationship and transactional agreements in the global repository for contracts in ASEAN and ANZ markets.

- She led her team to provide crucial support for the deployment of the Intelligent Workflow Order Registration Management Tool, paving the way for sellers to speed up registration of their contracts with its autoloading functionality.

- She spearheaded the Price Case Linkage clean-up, providing crucial support wherever needed in December 2023, and supported eSignature Guidelines for Brand Sellers.

### • Contract Management

- Her team achieved early billings for all accounts by partnering with Brand Operations Leaders in rolling out Adopt-a-Project Manager (PM), for Q2C and Brand collaboration.

- She has also partnered with her co-leaders to ensure a seamless transition to her successors for these processes, ensuring continued success.

- Her collaboration with IBM Consulting led to the establishment of the Philippines Pre-Sales Team, enhancing operational capabilities across functions which was the first of its kind in the whole Asia Pacific region. Her mantra, "When our clients succeed, we succeed", has become the battle cry of the whole Manila Consulting Team delivery support out of Manila for Australia and ASEAN.

## For this category please provide

An essay of up to 625 words describing the nominated executive's or management team's innovative achievements since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same. Describe the innovative achievements in at least three (3) of the following areas: organizational management, board leadership, brand leadership, business recovery, financial management, growth management, hiring & employee development, investor relations, leadership development, and the promotion of innovative practices.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges

## Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

### File 1

[Redacted File 1 Content]

### File 2

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**Do You Have Website URLs you would like to link to**

No

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