

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

IBM

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Miriana Daniela Garza, Promoting Team Engagement with Impact

Category

C01 - C20 Individual > C15 - Internal Communications Professional of the Year

Individual Submission Format

Written Answers

a. Briefly describe the nominated individual: history and past performance (up to 200 words). Required

Devices@IBM is a global organization with over 150 members, responsible for delivering technology solutions to more than 280,000 employees and contractors across 80 countries. This team ensures seamless onboarding for new hires, manages technology upgrades, and executes emergency replacements efficiently, playing a critical role in operational continuity.

As the Enterprise Asset Management (EAM) Global Communications Program Lead, Miriana has established herself as a strategic leader, directly influencing engagement, inclusion, and managerial impact within the organization. Her efforts in structuring and managing global forums, including All Hands meetings, executive roundtables, and special events dedicated to variety of causes have significantly contributed to the organization's engagement pulse survey indexes: 85% in engagement, 90% in inclusion, and 91% in managerial impact.

b. Outline the nominee's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

Miriana has successfully orchestrated and executed over seven large-scale global forums within the past year, consistently maintaining an average NPS of 9.2, demonstrating high participant satisfaction. These sessions have provided critical insights into operational updates, client success stories, and strategic initiatives, fostering alignment across diverse teams and stakeholders.

Her commitment to excellence is reflected in the structured approach she brings to communication, ensuring that every event is meticulously rehearsed and refined through dry runs, leading to highly effective knowledge transfer. Notably, her ability to engage over 200 participants per session has led to improved organizational transparency and collaboration.

Beyond event coordination, Miriana has revamped the EAM organization's communication framework, implementing standardized templates, designing a cohesive branding strategy with an updated logo, and ensuring alignment with IBM's corporate identity. These enhancements have significantly streamlined information dissemination and reinforced a sense of identity within the team.

Additionally, she has leveraged digital collaboration tools such as Slack and centralized information repositories to facilitate seamless knowledge sharing. This initiative has optimized response times, improved accessibility to key materials, and enhanced internal collaboration.

Miriana's communication leadership has resulted in tangible improvements across key business metrics:

- 25% increase in engagement levels within EAM team forums due to structured, interactive content.
- 20% reduction in meeting preparation time through standardized templates and streamlined processes.
- Consistently high participant satisfaction (9+ NPS scores) in organizational All Hands meetings.

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c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words). Required

Recognizing the evolving nature of digital communication, Miriana has proactively strengthened her expertise through three specialized certifications focused on effective presentation delivery and virtual communication excellence. These skills have further enhanced her ability to craft compelling narratives, ensuring IBM's workforce remains informed and engaged.

Miriana has demonstrated exceptional leadership by orchestrating large-scale global forums in the past year, achieving a high NPS that reflects strong participant satisfaction. These forums have been instrumental in sharing operational updates, client success stories, and strategic initiatives, which helped align diverse teams and stakeholders worldwide. Her meticulous preparation process, including rehearsals and dry runs, ensures effective knowledge transfer and employee engagement, enhancing organizational transparency and collaboration.

Miriana has transformed the EAM communication framework by implementing standardized templates, developing a unified branding strategy featuring an updated logo, and ensuring all communications are consistent with IBM's corporate identity, greatly enhancing both communication efficiency and team cohesion.

Her dedication to operational excellence, combined with her strategic vision for communication, has positioned her as a key driver of engagement and collaboration across IBM's global network. Miriana exemplifies the power of innovative communication in shaping a high-performing, connected workforce.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

[REDACTED FOR PUBLICATION]

Would you like to add an additional supporting document?

No

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