

Maria Francisca Chacon

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SENIOR INNOVATION CONSULTANT & FACILITATOR

Fran is an award-winning leader, startup founder, innovation consultant and facilitator with over 10 years of experience leading cross-disciplinary teams in agile environments and driving organizational performance. She's a trusted thought partner to C-suite clients and able to seamlessly execute in fast-paced environments, with a proven track record in leading multi-year programs impacting over USD\$6MM in revenue.

CLIENT HIGHLIGHTS

Be The CE's - IBM On-boarding and Leadership Program

Closed critical worldwide gap, designed and delivered transformational learning and development program for 2,000+ technology professionals worldwide to introduce them to advanced leadership and collaboration methodologies. Developed curriculum based on industry best practices, leveraging hands-on simulations and real-world scenarios. Implemented continuous improvement process to measure success metrics, incorporate user feedback, and iterate on training materials. This increased operational efficiency, impacted cultural behavior change and achieved NPS average of 9.

Delta AirLines - Cloud Center of Excellence (CCoE)

Led transformational client experience through a CCoE to accelerate innovation and modernization efforts while reducing the overall cost of change and increasing business agility. This holistic model was anchored in deep empathy for the client context and resulted in ideal state for client journeys to drive success and accelerate cloud adoption. Designed and delivered high-impact learning experiences blending education, training, and consulting modalities. Created customized programs addressing client specific leadership and team development needs. Managed multiple workstreams and harnessed cross-functional expertise to co-create innovative value-added solutions. Produced influential presentations to stakeholders, leveraging recommendations that cut by 25% operational costs while improving the performance of innovation and modernization by 40%

CORE COMPETENCIES

- In-person, virtual and hybrid facilitation
- Leadership and team development
- Client relationship management
- Presentation and communication skills
- Program design

Agile adaptability and lean startup flexibility • Coaching skills • Organizational development management

PROFESSIONAL EXPERIENCE

IBM Client Engineering

Aug 2021 - June 2023

Senior Innovation Consultant and Facilitator

IBM Client Engineering is a specialized pre-sales division that explores, identifies, develops and delivers innovative client experiences to help them achieve their IT goals by providing customized technical solutions and expertise across a wide range of domains.

- Led cross-functional team of pre-sales consultant in high-visibility strategy projects, aligning execution with corporate objectives and driving client value. Demonstrated proficiency in developing strategic recommendations, calculating projected business impact, and facilitating decision-making conversations with senior stakeholders across organizations and industries.
- Led client engagement strategies, managing multiple workstreams and driving client meetings to derive project requirements and translate insights into strategic objectives. Cultivated long-term client relationships through collaborative needs assessment, identified and capitalized on opportunities to deepen client partnerships, resulting in over \$5MM in revenue growth.
- Orchestrated over 30 client strategy workshops across industries, focusing on high-value opportunities.
- Closed critical worldwide gap by founding and scaling onboarding, mentoring and training processes for the global team, implementing coaching principles in client scenarios, improving team performance and client satisfaction with average NPS score of 9.
- Authored industry articles, created standardized templates for strategy development and built role-specific training adopted worldwide, showcasing thought leadership in organizational development and performance excellence.

IBM Cloud Garage

Senior Product Consultant and Facilitator

Aug 2019 - Aug 2021

The IBM Garage is IBM's center for high-impact, customer-centric innovation, where cross-functional teams leverage collaboration activities to partner with clients and apply purposeful technologies to create and scale new, innovative ideas that drive sustainable business transformation.

- Led multi-year transformation programs across diverse industries in the Americas and Europe, that delivered significant business impact, resulting in long-term engagements and over \$1MM in recurring revenue.
- Managed direct client relationships at C-suite level, building trust and positioning our services as essential for business agility. Identified opportunities to deepen partnership, articulated complex transformational visions and insights.
- Led rapid prototyping initiatives for digital solutions, leveraging design thinking and MVP methodologies to optimize operations and create innovative go-to-market strategies. This approach reduced time-to-market by 30% and increased client adoption rates by 25%.
- Directed cross-functional teams in delivering end-to-end digital transformation projects, aligning data and technical solutions with core business objectives. Demonstrated tangible improvements in organizational culture, employee engagement, and business outcomes.
- Led and delivered compelling high-quality team and cohort sessions that blended education/training with experiential learning and coaching to diverse audiences (over 500 new hires worldwide) for Design Thinking Methodologies, Garage Methodology and Agile Skills Academy Workshops.

Rehapp

Founder and Director

Dec 2013 - March 2017

EdTech Social Impact Startup making mobile learning games for children on the Autism Spectrum.

- Spearheaded the creation of digital products addressing complex challenges by leveraging design thinking and business innovation methodologies, showcasing ability to drive transformative technology solutions and uncover non-traditional ways to create business value.
- Unified stakeholders, clients, and end-users through seamless collaboration and multi-level networking, elevating user experience and driving partner engagement in the education technology sector. Engaged directly with clients to progress high-value opportunities, applying a collaborative innovation methodology to co-create value-added solutions.
- Utilized agile methodologies and MVP approaches to drive complex technology delivery cycles, fostering a culture of continuous innovation and sustainable transformation.

EDUCATION

IBM Blue Core Coach Certification

GROW coaching model in a business environment and applying International Coaching Federation competencies to support IBM in enabling a winning culture

The New School

Master of Fine Arts in Design and Technology

Gabriela Mistral University

Bachelor of Crossmedia Design

AWARDS

Chile's 100 Young Leaders under 35

El Mercurio Newspaper and Adolfo Ibañez University select and award Chile's 100 most distinguished leaders under 35 who are making a difference in the arts, sciences, sports, innovation and entrepreneurship

Young Leaders of the Americas and the Caribbean

President Barack Obama award to recognize young social innovation leaders by connecting them to entrepreneurship hubs in rising American cities

40 Years Gabriel Mistral University Medal

Medal awarded to 40 select Distinguished Alumni in honor of 40-year anniversary of the academic institution

ARTICLES

- [New Ways of Working: What Makes a Great Client Engineer](#)
- [Facilitation for All: The Path to Becoming a Master Facilitator](#)

SPEAKING AND TEACHING ENGAGEMENTS

- Client Engineering Onboarding Bootcamp
- P-Tech Intern Introduction to Design Thinking and Agile Methodologies
- Academy Skills Workshops
- Intern Summit Workshops for Leadership
- Design Thinking OpenHouse
- “Coffee Chat With Fran Chacon and First Year Students” at Gabriela Mistral University
- “Motivational Speakers Panel with Social Impact Entrepreneurs and Leaders” at Teleton Foundation
- “Inclusive Tech Colloquium” at Teleton Foundation
- “Technologies for Disabilities Motivational Talk” at Teleton Foundation
- “Technologies for Disabilities” at Santo Tomas University
- “Entrepreneurship and Social Innovation” at Gabriela Mistral University