



# Christel Koos

DIGITAL INNOVATION LEADER

- (941) 929-3079
- christel@christel-koos.com
- Florida, USA
- [linkedin.com/in/christelkoos](https://www.linkedin.com/in/christelkoos)
- [christel-koos.com](http://christel-koos.com)

## EDUCATION

### MBA

Master of Business Administration  
Webster University  
2012

### AI FOR LEADERS

Certification  
Harvard Business School  
2025

### PMP® (Project Management)

Certification  
Project Management Institute  
2023

### BBA

Bachelor of Business Administration  
Northwood University  
2009

### LSSGB (Lean Six Sigma Green Belt)

Certification  
Project Management Academy  
2023

Enterprise digital transformation and AI innovation leader with 10+ years of experience modernizing platforms, embedding automation, and driving adoption at scale. Trusted partner in translating complex technology into practical, scalable solutions and leading cross-functional, global teams through change. Proven track record of leading simultaneous, multi-platform global rollouts that introduce enterprise digital capabilities across business units, regions, and localized markets. Leads with humility and care for people, mentoring teams and fostering collaboration to guide organizations through change with confidence.

## CORE COMPETENCIES

- |                                      |                                    |
|--------------------------------------|------------------------------------|
| Digital Strategy & Innovation        | Project & Program Management       |
| AI Strategy, Automation & Enablement | Systems Integration & Architecture |
| Enterprise Digital Transformation    | Data-Driven Decision Making        |
| Global & Cross-Functional Leadership | Marketing Technology (MarTech)     |

## TECHNICAL EXPERTISE

*Include, but not limited to, the below.*

- Platforms:** Sitecore, WordPress, Kontent.ai, Salesforce, HubSpot, Cornerstone, Moodle, TalentLMS, Shopify
- Enterprise Systems:** LMS, CMS, DAM, CRM, iPaaS, PIM, LXP, ERP
- AI & Automation:** n8n, Workato, Microsoft Power Automate, Copilot Studio, OpenAI Assistants, Custom GPTs, Generative AI Tools, Zapier, Typeform, Zapier
- Web & UX:** HTML/CSS, UX/UI Design, Web Governance, Content Authoring, Domain Management, Global Localization
- Data & Analytics:** Google Analytics 4 (GA4), Matomo, Geckoboard, Power BI, Smartsheet Dashboards, KPI Frameworks
- Creative & Media:** Adobe Photoshop, Illustrator, InDesign, Premiere Pro, Camtasia, Figma, Canva
- Collab & Delivery:** Microsoft 365 (SharePoint, Teams, Project, Visio), Smartsheet, Miro, Jira, Slack

## RECOGNITION

- 2024:** "Make It Matter" Award Nominated by Regional Marketing Manager
- 2023:** "Make It Matter" Award Nominated by VP, Global Hospital Marketing & Strategy
- 2021:** "Make It Matter" Award Nominated by VP Plasma Marketing
- 2021:** "Make It Matter" Award Nominated by VP, Blood Center Marketing & Sales Ops
- 2019:** MVP Award issued by PMO Director
- 2016:** Engage & Achieve Award issued by Director, Global Product Support



## RECOMMENDATIONS

**Chief Information & Data Officer @ Haemonetics Corp.**  
“Christel is an innovative, hands-on, can-do digital leader. Tech savvy and collaborative, she brings expertise and follow-through to everything she does. Whether it's mentoring interns, working through technical issues with MSPs, formulating requirements with commercial stakeholders or navigating the legal and regulatory landscape, Christel excels at everything she does, and she is a joy to work with.”

**Senior Director of Technical Operations @ Cytiva (Danaher)**  
“I worked with Christel directly for many years at Haemonetics and she's a standout. She jumps in with both feet to find innovative (& customer-centric) technical solutions for a variety of business issues. She's also an absolute pleasure to work with and her enthusiasm is contagious. True team-player in the best sense of the word, as well as great leader. Any organization would be very lucky to have her!!”

**Principal Designer @ Planet Innovation**  
“... Christel is an exceptional leader with the ability to guide teams through complex challenges, especially in fast-paced environments that require managing multiple projects and competing priorities ...”

## PROFESSIONAL EXPERIENCE

**Senior Digital & Innovation Manager** Vallen 2025  
Led AI and digital innovation across North America, driving modernization of Vallen’s web, eCommerce, automation, and communication capabilities.

### AI & Automation Leadership

- Designed and deployed Vallen’s internal AI Copilot Agent, integrating knowledge bases, email logs, and workflows to deliver instant, context-aware answers and reduce triage time.
- Built intelligent automation frameworks using Power Automate, SharePoint, and Smartsheet, improving visibility, routing, and operational efficiency.

### Digital Transformation Leadership

- Directed cross-functional teams responsible for Vallen.com and Vallen.ca platform alignment, feature parity, and UX optimization.
- Launched a Digital Communication Strategy to drive adoption, transparency, and enhanced customer engagement.

**Senior Digital Manager (Global)** Haemonetics 2016-2025  
Promoted three times (over 9 years) serving digital services, innovation, marketing, project management, video production, public speaking and in-person training.

### AI & Automation Leadership

- Integrated AI-powered automation workflows using Zapier, Typeform, Power Automate, and conversational experiences to reduce manual processes.
- Leveraged analytics, dashboards, and digital insights to inform strategy and optimize impact.

### Digital Transformation Leadership

- Led global digital transformation initiatives that improved operational efficiency, modernized platforms, and strengthened customer experience.
- Oversaw global MarTech, CRM, websites, digital tools, introduced DAM and user experience ecosystems, including development, content strategy, and performance.

### Strategic & Cross-Functional Leadership

- Managed global teams, budgets, and multi-million-dollar programs while aligning marketing, legal, compliance, development, and sales.
- Mentored teams and established repeatable processes that scaled across multiple departments.

**Board of Directors** Project Pride 2023-2024

- Advanced the organization’s mission of inclusivity, advocacy, and community engagement by developing mission-driven digital and marketing strategies.
- Served as Marketing Chair, supporting fundraising, public speaking, event hosting, program development, and outreach initiatives that strengthened and expanded services for the region’s LGBTQ+ community.

**Founder/President** Koos Marketing 2011-2016

- Provided comprehensive marketing consultative and design services via website development, brand strategy, promotional planning, marketing automation, communications, market research, and SEO/SEM.
- Collaborated with clients to develop tailored marketing solutions and executed campaigns to enhance brand visibility.