



Christel Koos

DIGITAL INNOVATION LEADER

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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



Strategic digital transformation leader with deep experience in AI enablement, automation, and enterprise modernization. Known for translating complex technology into practical, scalable solutions and leading cross-functional, global teams through change. Brings a collaborative, people-centered approach to delivering measurable business impact.

CORE COMPETENCIES

Digital Strategy & Innovation
AI Strategy, Enablement & Adoption
Automation & Intelligent Workflows
Enterprise Digital Transformation
Global Team Leadership

Systems Integration & Architecture
Data-Driven Decision Making/Insights
Marketing Technology (MarTech)
Go-to-Market Enablement
Change Management/Org Adoption

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:	Microsoft Power Automate, Copilot Studio, OpenAI Assistants, Custom GPTs, Generative AI Tools, Zapier, Typeform
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.