

INTERNATIONAL SPEAKER

# Julissa Mateo Abad

AI adoption · Digital transformation  
Project management · Women in tech

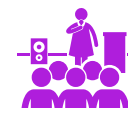
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## BACKGROUND

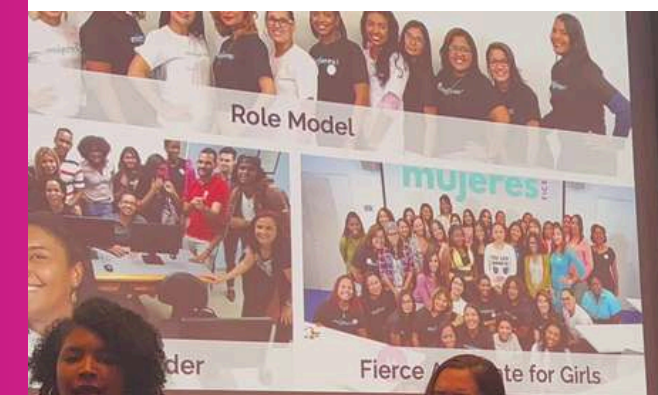
# Who I Am

PMP-certified consultant, university professor, and international speaker working at the intersection of digital transformation, project management and applied AI. Founder of Mujeres TICs (largest community of women in tech in the Dominican Republic, with active presence across Bolivia, Guatemala and El Salvador) and STEMERIA. Selected as PMI Future 50, recognized by Forbes Dominicana, and alumna of the U.S. Department of State's International Visitor Leadership Program.



## KEY CREDENTIALS

- PMP Certified Project Manager
- PMI Future 50 Honoree
- IVLP Alumna (U.S. Dept. of State)



## WHY BOOK JULISSA

# What makes this speaker **different**

- **Real execution, not theory**

10+ years shipping digital transformation projects for enterprises and governments - not consulting decks, actual implementation.

- **Built for your audience**

Whether technical teams, executives, or mixed crowds, content adapts on the fly. No canned presentations.

- **Bilingual delivery**

Fluent Spanish and English. Can deliver the same talk in either language or code-switch for LATAM audiences.

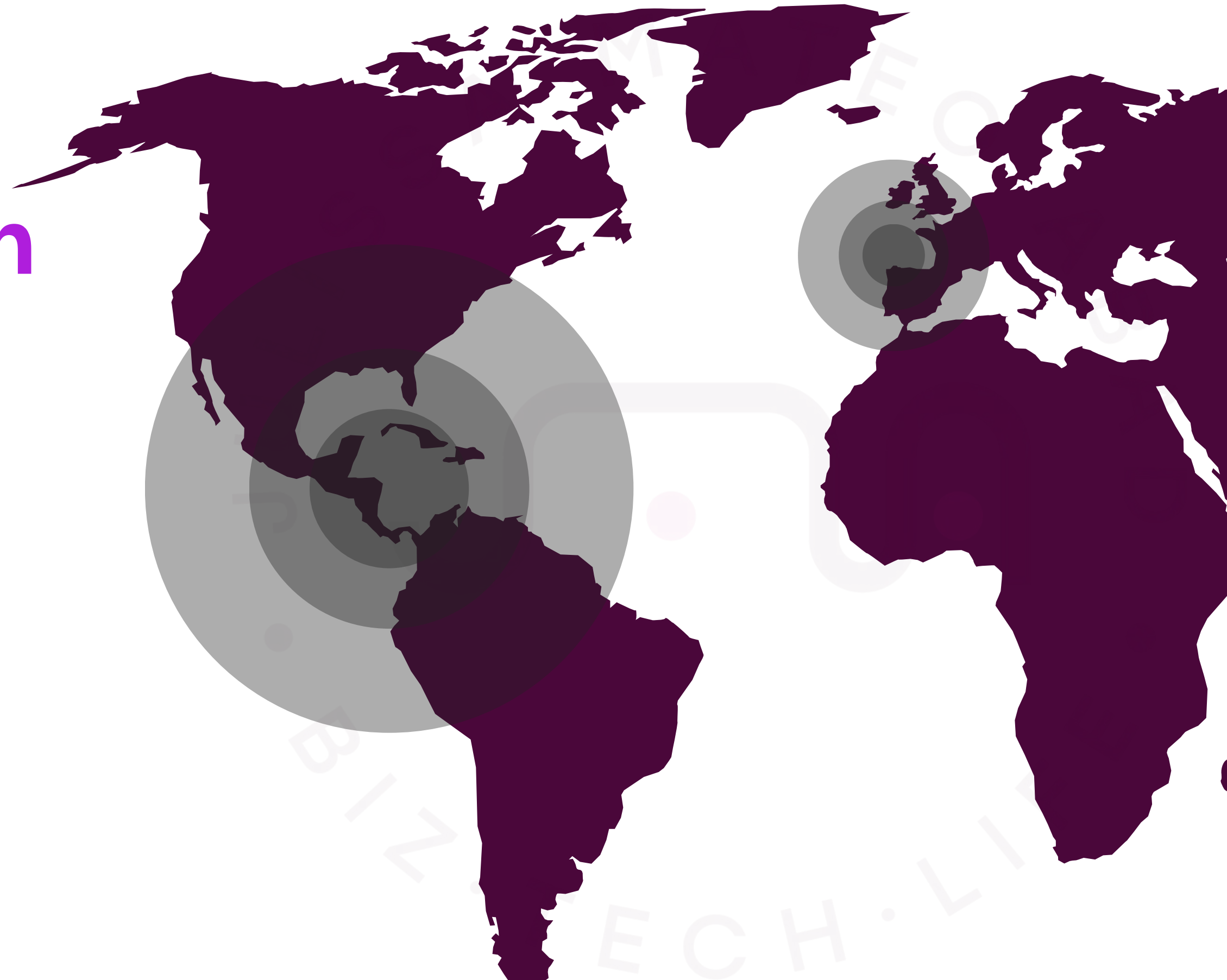
- **Actionable takeaways**

Every talk includes concrete next steps, frameworks, or checklists the audience can use Monday morning.



# Where I've Spoken

Keynotes and workshops delivered in-person and virtually across the Americas and Europe



**PANEL**  
IV Congreso Internacional de Dirección de Proyectos #PMO 2024

Carolina Latorre  | Jose Duran  | Julissa Mateo 

**Building Next-Generation Teams**

PROJECT CONNECT  
Conectando las piezas del futuro  
10-12 de Octubre | Hard Rock Hotel Punta Cana

**WEBINAR**  
16ª SESIÓN DE EXPERTOS

**JULISSA MATEO ABAD**  
9:45 GUATEMALA - MÉXICO | 10:45 ECUADOR - PERU  
SABADO 29 JUNIO 2024

Project Management Institute, Andes-Pacífico, Ecuador | Project Management Institute, Nuevo León | Project Management Institute, Guatemala | Project Management Institute, Norte Peru

**MUJERES EN DATOS**

**NUESTRAS EXPOSITORAS**

**JULISSA MATEO**  
Fundadora de MujeresTicsRD

Con el tema:  
**Transformación Tecnológica: El Rol Esencial de las Mujeres en la Gestión de Datos.**

UNICDA | DOMINICO AMERICANO | BIGDATA

www.julissamateoabad.com

# PAST SPEAKING ENGAGEMENTS

**HIDDEN NO MORE 2024**

**Changing the world with Diversity**

Our Guest Speaker  
**Julissa Mateo Abad**  
Director and Digital transformation consultant / STEMERIA

Hidden No More Alumnae #Mashup: Expanding Networks and Collaborative Opportunities

Thursday, June 20 at **16:00-18:00**

International Visitor Leadership Program U.S. Department of State | iie The Power of International Education

**Data Talks EDICIÓN MUJERES**

Febrero 17 **Híbrido**  
Chez Space 6:00 pm

Beneficios:  
- Networking  
- Conocimiento y Experiencia  
- Apoyo a emprendedoras

Astrid Romero (Grupo Universal) | Julieta Villegas (Policy Wisdom) | Miriam Ramirez (Analítica de Impacto)

Elena López (STI Datos) | Julissa Mateo (Mujeres TICs) | Teresa Correas (BBVA AI Factory)

Sponsored by Chez Space

REPÚBLICA DOMINICANA **ITNOW TECHDAY** Live 2023

LA GIRA DE TECNOLOGÍA MÁS RELEVANTE DE LA INDUSTRIA DE TI DE AMÉRICA CENTRAL Y EL CARIBE

**JULISSA MATEO ABAD**  
Consultora Transformación Digital

**STEMERIA**  
CONFERENCIA PRESENCIAL  
Hotel Jaragua

**PANEL DE CIERRE: RETOS Y OPORTUNIDADES PARA LA INDUSTRIA DE TI EN REP. DOMINICANA**

Miércoles 06 de Septiembre  
17:05 hrs RD / 16:05 hrs PA / 15:05 hrs CA

https://ITNOW.LIVE/ | itnow\_online

**SPEAKER: JULISSA MATEO**  
[COMUNIDADES TECNOLÓGICAS PARA DESARROLLO PROFESIONAL]

17 NOVIEMBRE 2018 | PADRE ARROYO PUCMM (STI)

Barcamp RD | info@barcamp.org.do | BarCampRD | barcamp | www.barcamp.org.do

**Julissa Mateo**  
Gerente de Tecnología e ECM, Bunker

.NET DAY 2018

REPÚBLICA DOMINICANA **TECH DAY 2024 ITNOW** Live

CONECTANDO INNOVACIÓN Y FUTURO

**Julissa Mateo**  
Directora de Consultoría Tecnológica

**PANEL ESTRATEGIAS DE LIDERAZGO PARA EQUIPOS DE TI**

Jueves 10 de Octubre  
14:00 hrs RD / 13:00 hrs PA / 12:00 hrs CA

CONFERENCIA PRESENCIAL  
Hotel Jaragua - Salón Future Tech

https://ITNOW.LIVE/ | CONNECTA

- PMI Global Summit
- Tech Women LATAM
- Digital Gov Forum
- AI Enterprise Expo
- Women Who Code
- Innovation Week DR
- Startup Grind
- Forbes Summit
- DevFest Caribbean



# Moments That Matter

These are the moments that keep us moving: when speakers feel heard, when participants leave with new ideas, and when conference rooms turn into spaces of transformation.

We believe, every event is not just about organizing, but about creating moments that truly matter.



# SPEAKING TOPICS

designed for impact

KEYNOTE TOPIC 1

# AI Adoption Without the Hype

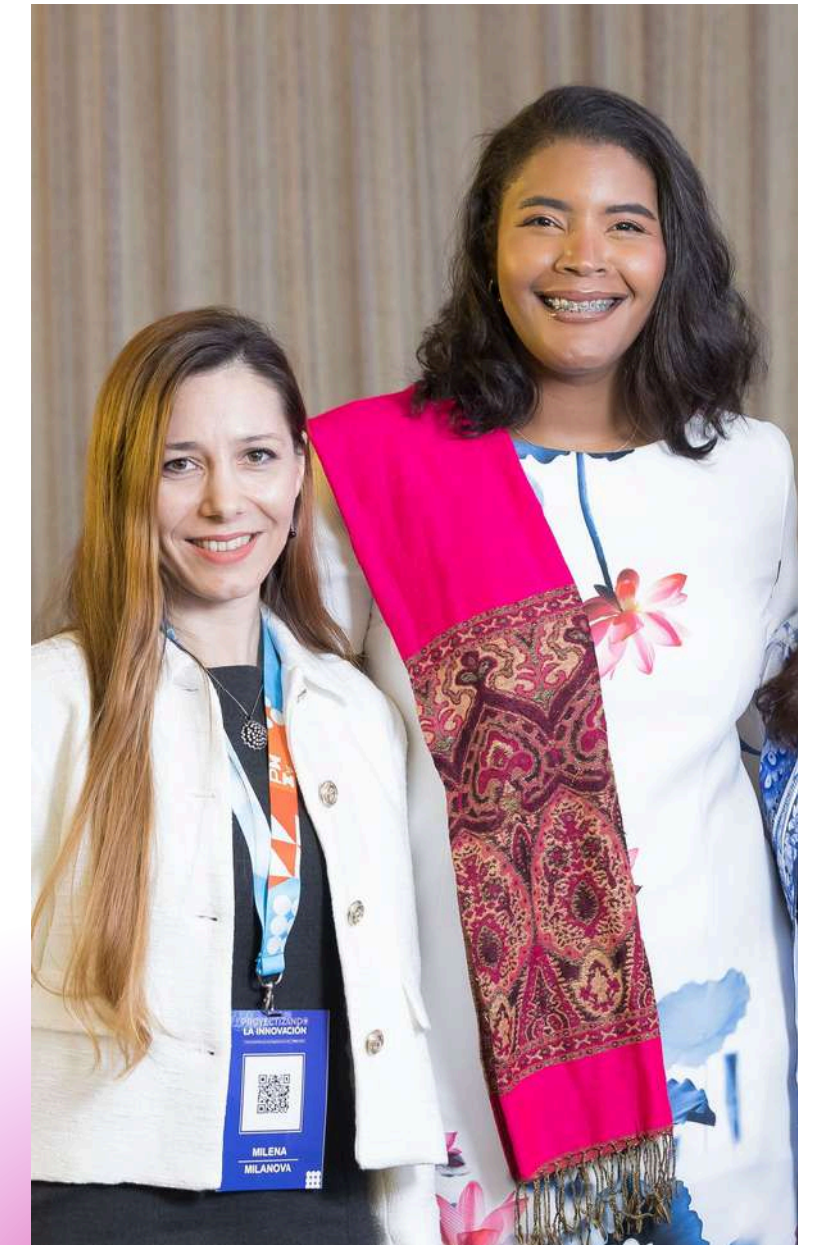
*How to implement AI in your organization without falling for vendor promises*

Most companies rush into AI pilots that go nowhere. This talk walks through a proven framework for identifying real AI opportunities, piloting with discipline, and scaling what actually works. Grounded in projects I've shipped across retail, manufacturing, and government.

**AUDIENCE: CTOs, VPs of Innovation, Product Leaders**

**KEY TAKEAWAYS:**

- 3-step framework for evaluating AI use cases
  - Red flags that signal a doomed AI project
- Real case study: how we cut customer service costs 40% with AI without touching headcount



KEYNOTE TOPIC 2

# The Project Manager's Survival Guide to AI

*How PMs can lead AI projects when they don't code*

You don't need a CS degree to manage AI initiatives. This session covers how to ask the right questions, set realistic timelines, manage vendor relationships, and keep technical teams accountable when you're not technical yourself.

**AUDIENCE:** Project Managers, Scrum Masters, Product Owners

**KEY TAKEAWAYS:**

- Questions to ask vendors that reveal competence vs. bluffing
- How to scope AI work when requirements are fuzzy
- Template: AI project roadmap for non-technical PMs



KEYNOTE TOPIC 3

# Women in Tech: From Community to Career Momentum

*How to implement AI in your organization without falling for vendor promises*

As founder of Mujeres TICs (2,000+ women across Latin America), I've seen what actually moves the needle for women building tech careers. This isn't a pep talk – it's tactical strategies for getting recognized, leveling up skills, and breaking into leadership without waiting for permission.

**AUDIENCE:** Women in tech, early-to-mid career professionals, diversity-focused events

**KEY TAKEAWAYS:**

- • How to build leverage when you're not the loudest person in the room
- • Which tech skills to stack for maximum career ROI
- Community as a career accelerator: what works, what's noise



KEYNOTE TOPIC 4

# Digital Transformation for Enterprises That Actually Execute

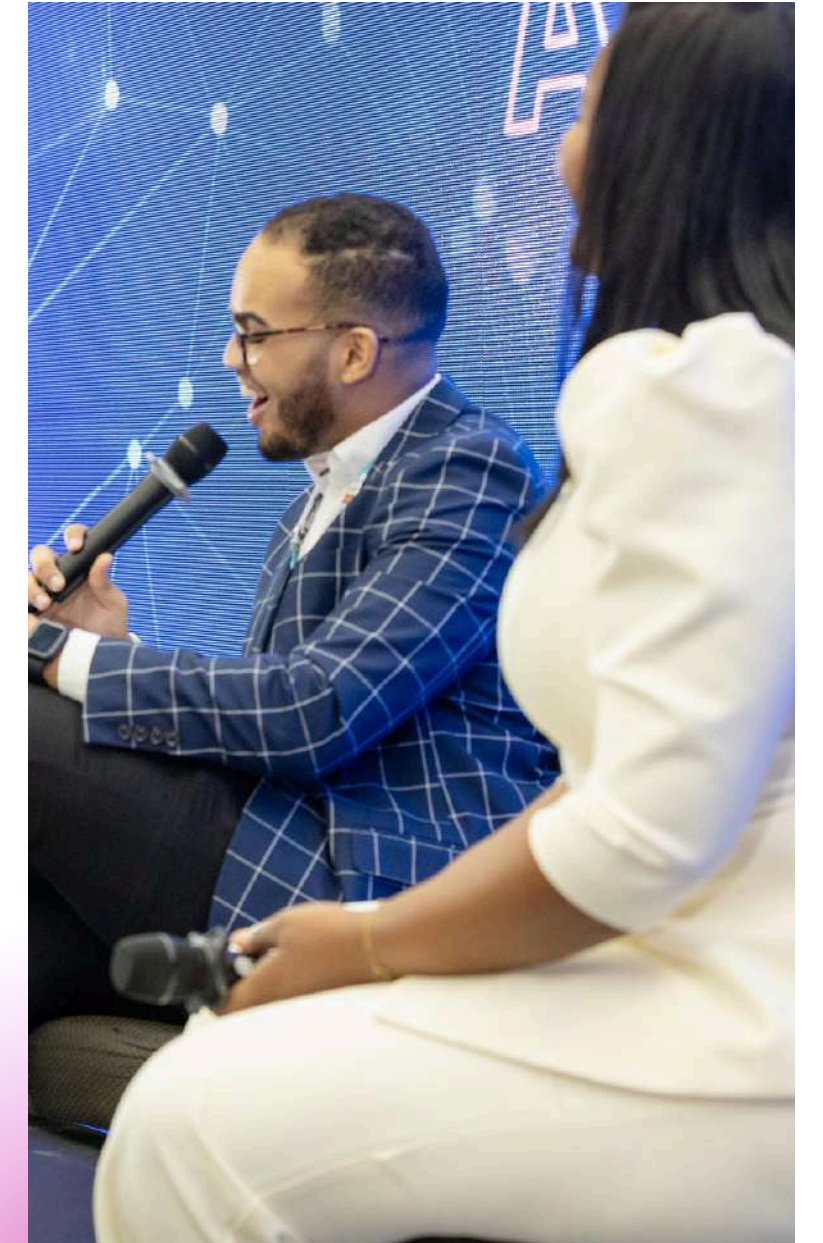
*Turning transformation roadmaps into shipped projects*

Digital transformation fails when it stays a strategy deck. This talk unpacks how to move from planning to execution: building the right team, navigating politics, choosing tech stacks, and shipping incremental wins while keeping the big vision intact.

**AUDIENCE:** C-suite, transformation leads, innovation directors

**KEY TAKEAWAYS:**

- The 3 transformation failure patterns I see in every industry
- How to structure teams for transformation (spoiler: it's not what McKinsey says)
- Real case: \$2M saved in 6 months by fixing one broken process



## KEYNOTE TOPIC 5

# Building International Thought Leadership from LATAM

*How to position yourself as a global expert without relocating*

You don't need to move to Silicon Valley to operate on the international stage. This session covers how to build credibility, produce content that travels, speak at global events, and price your expertise at international rates – all while staying rooted in Latin America.

**AUDIENCE:** Consultants, speakers, entrepreneurs building personal brands

### KEY TAKEAWAYS:

- Language strategy: when to use Spanish, when to use English
- How to get invited to international conferences
- Pricing: why your location shouldn't cap your rates

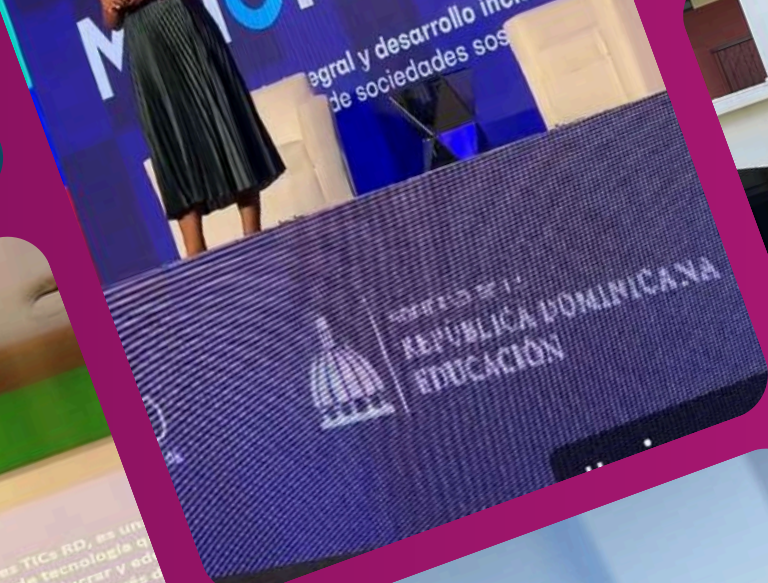




# What We've Done

Over the past few years, we have been trusted to organize various local to international conferences.





# CLIENTS & PARTNERS

Companies, governments, and institutions where I've delivered  
keynotes, workshops, consulting projects, or training programs.

Organizations I've worked with



International Visitor  
Leadership Program  
U.S. Department of State



CEPM



Toptal



MINISTERIO  
DE ECONOMÍA



Ministerio de  
Relaciones Exteriores  
República Dominicana



# RECOGNITIONS

designed for impact



## WHAT ORGANIZERS SAY

# Testimonials

“Julissa nos habló de tecnología sin complicarlo. El equipo salió con ideas claras de cómo vender mejor y adaptarse a lo que está pasando hoy. Fue práctico, cercano y muy accionable.”

L'Bel – Equipo de ventas

“Escuchar a Julissa fue ver una posibilidad real. No vino a hablar desde teoría, sino desde su experiencia. Nos hizo sentir que sí hay espacio para nosotras en tecnología.”

Altice – Mujeres en tecnología

“Julissa logró algo difícil: explicar cómo usar la inteligencia artificial en los Galaxy de una forma simple y útil. Después de la charla, ya sabíamos por dónde empezar.”

Samsung – AI en Galaxy

CURRENT ROLES

# What I do today



Advising C-suite executives on AI adoption, digital transformation strategy, and organizational change. Clients include governments, regional enterprises, and high-growth startups across Latin America.

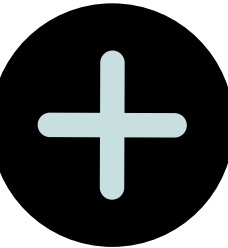
Leading cross-functional digital transformation initiatives for Fortune 500 clients across North America and Europe. Managing distributed teams and delivering enterprise-scale projects on tight timelines.



Built and scaled the largest community of women in tech in the Dominican Republic (2,000+ members) with active chapters in Bolivia, Guatemala, and El Salvador. Mentoring early and mid-career professionals breaking into technology.

Instructing undergraduate and graduate students in digital transformation, innovation, and strategic project execution. Bridging academic theory with real-world business application.

Tech innovation and digital strategy in the BBA program. Preparing next-generation business leaders to navigate technology-driven markets.



VIDEO REEL

# See Julissa in action



# Thank You

More Ideas. More Energy. More Impact.



[LINKEDIN.COM/IN/JULISSAMMATEO](https://www.linkedin.com/in/julissammateo)



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