# VANESSA SALONOY

Enterprise Business Consultant · Digital Transformation, ERP & CRM · AI Strategy

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## EXECUTIVE SUMMARY

Enterprise business consultant with 11+ years leading digital transformation, ERP and CRM programs, systems integration, and operational improvement for global organizations. Takes complex change from strategy through execution: defines the operating model, leads cross-functional delivery, and puts in place the governance that makes results last. Directs enterprise systems across Oracle, SAP, Workday, and NetSuite, and applies AI and automation where it creates measurable business value. PMP and Lean Six Sigma Black Belt, trusted by executives to lead complex, cross-functional programs from strategy to measurable result.

## CORE COMPETENCIES

**Transformation** Digital transformation and operating-model design, business process improvement (Lean Six Sigma), operational excellence, change management.

**Enterprise Systems** ERP and CRM implementation, systems and data integration, delivery governance and PMO.

**Leadership** Enterprise program and project leadership, cross-functional and multi-region teams, executive and stakeholder alignment.

**AI Strategy** AI opportunity assessment and intelligent automation, applied where it creates measurable business value.

## SELECTED OUTCOMES

- Led 31 team leaders responsible for a 300-plus person operation across APAC, LATAM, EMEA, and the U.S., driving performance, workforce planning, and service-delivery governance.
- Ran enterprise ERP programs from planning through rollout, owning delivery governance, system stability, and stakeholder alignment across concurrent workstreams.
- Led a 30-person Oracle ERP Level 3 team to SLA through structured incident and problem management.
- Unified seven-plus platforms and kept 10-plus EDI transaction types flowing across trading partners, removing single-person delivery risk.
- Cut manual cost and cycle time in order-to-cash and accounts-payable processes by applying AI and automation only where it earned its place.

## PROFESSIONAL EXPERIENCE

**Independent Enterprise Business Consultant** 2020 – Present

- Advise executives on digital transformation, ERP and CRM, systems integration, and process improvement, from diagnosis through go-live, building the operating models, SOPs, and governance that make teams run.
- Apply AI and automation across order-to-cash, accounts payable, and support where it removes measurable cost, as one capability within broader delivery.

**Business Consultant** | CEF Solutions Inc. 2023 – Present

- Run operational assessments, workflow redesigns, and operating-model improvements for enterprise BPO and service clients, from diagnosis through implementation.
- Manage concurrent engagements, owning scope, delivery milestones, and executive stakeholder alignment.

**System Integration Manager** | Waiakea 2025 – 2026

- Led end-to-end integration across NetSuite, Shopify, SPS Commerce, RF-Smart, Celigo, and 3PL and WMS partners; owned EDI flows (850, 855, 856, 810, 940, 945) across the order-to-fulfillment lifecycle.
- Documented and stabilized delivery so it no longer depended on a single person.

**Senior ERP Manager** | TELUS International Philippines 2023 – 2025

- Directed enterprise ERP operations and delivery across Finance, HR, and Technical functions, from planning through rollout.
- Owned delivery governance, system stability, risk, and stakeholder alignment across concurrent workstreams, with data governance and security enforced end to end.

**Head of Customer Success** | This Fish Inc. 2022 – 2023

- Led SaaS onboarding and implementation for global clients from kickoff to go-live; built the playbooks and enablement that raised adoption and reduced churn.

**Oracle ERP Functional Lead** | Infosys BPM Philippines 2021 – 2022

- Managed ERP workstreams and releases across Finance, Supply Chain, and HR; led a 30-person Level 3 support team to SLA through structured incident and problem management.

**Earlier Experience**

IT Service Delivery Manager and IT Project Manager, Fusion 5 (2018 – 2023) · ERP Consultant, Concentrix CVG Philippines (2018 – 2021) · Application Development Support Lead, VXI Global Holdings (2015 – 2018). Enterprise ERP delivery, ITIL service management, and support leadership across finance, order management, billing, and pricing operations.

## CERTIFICATIONS

Project Management Professional (PMP), PMI · Lean Six Sigma Black Belt · Lean Six Sigma AI Belt · Workato Certified · n8n Foundations: Integrations, APIs & Connected Systems

## TECHNOLOGY

**Enterprise ERP** Oracle ERP Cloud, SAP, Workday, NetSuite, Microsoft Dynamics 365, AIMS360

**CRM & Customer Platforms** Salesforce, HubSpot

**Automation & Integration** Workato, n8n, Make, Celigo, SPS Commerce, REST APIs, Webhooks, EDI/X12, SFTP, OpenAI

**Data & Analytics** SQL, Power BI, Tableau

**Project & Service Delivery** Jira, Monday.com, Azure DevOps, ServiceNow, Smartsheet, MS Project, Confluence

**Methods** Lean Six Sigma, DMAIC, Value-stream mapping, ITIL

## EDUCATION

Bachelor of Science in Information Technology — Mapua Malayan Digital College, 2019 – 2023