



RACQUEL MOSES

STRATEGIC TRANSFORMATION

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PROFILE

Most organizations struggle to carry out large scale transformation projects without sacrificing operations. Racquel handles the full execution of high-impact projects and moves organizations through change with ease. As a top advisor and keynote speaker on driving major change, Racquel is sought after by leaders committed to keeping their organizations at the forefront to guide their organizations through lasting and meaningful change.

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CAREER HIGHLIGHTS

CEO, Trinidad & Tobago

Caribbean Climate-Smart Accelerator | 2019- present

Building the Caribbean's physical and economic resilience to exogenous shocks and climate change. Leading a coalition of 26 countries pursuing climate action together to attain the larger goal of getting the Caribbean designated as the world's first climate smart zone.

- Led the organization's initiative to raise \$33.5 Million USD towards operational funding and building resilience in Renewable Energy in the region.
- Developed projects which united the public and private sectors and NGOs in the Caribbean to be on the front lines of climate change.
- Bring private sector expertise, innovation and ability to execute together with public sector policymaking, long-term goals and socio-economic imperatives.
- Create economies of scale in climate adaptation projects by driving regional cooperation.
- Create cohesive climate action at a regional level, getting leaders to move in the same direction and prioritize the implementation of nationally determined contributions (NDCs).
- Create mechanisms to attract private capital and philanthropy to address the financing needs for implementation.
- Work with innovators globally to fasttrack getting climate adaptation and mitigation solutions piloted in the region and create business opportunities out of the implementation of NDCs.

Country Manager/Regional Public Sector Director, Trinidad & Tobago

MICROSOFT | 2017 – Aug 2018

Led Microsoft's public sector outreach, engaging governments across the region to determine ways that our technology and services could best serve their populations and fasttrack the achievement of digital transformation.

- Supported the public sector in devising strategies to resourcefully solve complex national problems such as crime and tax compliance, using big data and advanced analytics.
- Developed a strategic approach to regional policymaking on education to help children become more digitally native and support the region in leapfrogging in terms of access to technology, learning outcomes and educational attainment.
- Drove collaboration internally and inspired cooperation, mobilizing staff to take high-impact action and rethink strategies, improving overall morale by 10 percentage points and deepening the company's footprint in the private sector in the region.
- Applied technology solutions internally to improve Microsoft's regional operational and financial performance, structuring KPIs to support the team in tracking results and raising accountability.

Portfolio Head - Europe & The Americas, Trinidad & Tobago Association of Chartered Certified Accountants (ACCA) | 2017

Inspired teamwide collaboration to develop a revised strategic plan for the Europe & Americas portfolio increasing the use of metrics in determining strategies and measuring progress.

- Designed new processes to build out the membership base, and empowered teams to transform methods to recruit, train and enroll new members.
- Led the team to increase member satisfaction to 96% securing increased membership renewals.
- Leveraged existing relationships to expand brand awareness and visibility through the publication of member-generated content.
- Rolled out digital learning and engagement platforms to enrich customer experience, allowing for members to share methods, techniques and ideas on how to develop their practice, and discuss how they solved different problems.

President, Trinidad & Tobago INVESTT Limited | 2013-2016

Completely transformed the organization's operations, reprioritizing plans and strategies, and unifying the team around a common vision of the life-changing role our work played in creating meaningful employment and lasting socio-economic development. Instituted a customer service-based approach that allowed the organization's score in the World Bank assessment of Investment Promotion Agencies (IPAs) to increase from 52% to 92%, allowing InvestTT to become a global benchmark. Increased closure of investments from an average USD5.9 million per year to an average USD95 million per year.

- Introduced new processes and internal management protocols that improved responsiveness and handling of inquiries, creating a high level of service and customized attention.
- Digitized communications and workflows to create seamless interactions with potential investors, enabling Trinidad & Tobago to stand out as an investment destination.
- Introduced Key Performance Indicators through the implementation of Customer Relationship Management software, driving greater accountability, tracking performance and enabling quick decisions on what the organization needed to do differently.
- Led the design and full implementation of online investor engagement strategy, targeted destination promotions and investment generating activities, implementing best practices to facilitate the site selection process.
- Drove collaboration across government agencies and ministries, bridging the gap to create ideal incentives, concessions and project-specific negotiations to facilitate investment.
- Provided staff with support, resources, training, and marketing capabilities to increase productivity, facilitate the investment promotion process, improve customer experience and reach organizational objectives.
- Led the agency to award-winning performance: Winners of the UNCTAD award for excellence in Investment Promotion in Sustainable Development, the Site Selection Best to Invest Top Agencies Award 2015 (Latin America and the Caribbean) and the FDI Intelligence Caribbean & Central American Countries of the Future 2015/16-second place FDI Strategy winner.

Managing Director, Jamaica iDAEDLE Consulting Limited | 2009-2013

Executed key turnaround projects in the areas of strategy, sales, technology, marketing, mergers & acquisitions and operations.

- Executed on product development, technical build-out and launch of Jamaica's first mobile money solution for Transcel Limited.
- Implemented new marketing approach, reimagining and remodeling for Restaurant Associates (Burger King) supporting the successful relaunch of what quickly became their highest revenue generating restaurant.
- Led the selection and full integration of CRM for tTech (a GraceKenney Company) to measure every aspect of the sales, marketing and customer service process, uncovering sales barriers and converting the company from an "in-house" cost center mindset to a full-fledged revenue generating IT firm.
- Rolled out Claro across the country for National Outdoor Advertising, creating advertising and marketing collateral and training for sales staff. Instituted a CRM to measure and track sales performance, evaluate gaps relative to competitors, and design strategic actions to close the gaps.

Regional Vice President, Jamaica Cable & Wireless PLC (LIME) | 2010-2012

Doubled the sales pipeline through the creation and execution of a business review strategy that involved clearly defined objectives and opportunity mining with customers.

- Developed 14-country sales and customer service strategy for high-end client segment.
- Created messaging on the company's technical strengths, experience and capabilities creating a clear market differentiation and improving sales conversions.
- Improved management effectiveness by implementing reporting tools and dashboards that allowed sales managers to easily generate and visualize performance and quickly take corrective actions.
- Increased team performance by providing the necessary tools, support and feedback on performance to target, creating greater accountability and empowering staff to take action.
- Led the team to generate a double-digit increase in customer satisfaction through the implementation of a customer contact and measurement program.

Vice President, Jamaica FUJITSU Caribbean | 2001-2009

Created the strategic accounts department, led negotiations and sealed the largest sales contract in company history \$15M USD, effectively doubling revenue.

- Instituted critical processes for preparing statements of work, invoicing and negotiating proposals.
- Put structures in place to automate processes and implemented new sales procedures resulting in record sales two consecutive years.
- Created customer service protocols to improve customer experience and perception, delivering a superior level of customer service to large accounts.
- Led, managed and developed the team responsible for product and systems integration services sales throughout the Western Caribbean.

Bizbase Director of Business Development, Atlanta, GA-USA J.P. MORGAN CHASE & CO. | 1999-2001

Developed the strategy for Chase's small business portal to enhance the bank's competitive advantage, reduce customer attrition, and address customer service challenges.

- Created new and innovative services that improved customer retention, instated trust and added significant value for the small business segment.
- Restructured the business development process, reducing the average time to close by 60%.
- Developed new vendor relationships to facilitate integrations that made business sense for our customers, and made the Bizbase portal work technically and seamlessly on the front end.
- Structured revenue generating business models to operationalize new co-marketing and co-branding relationships with partner entities.
- Critical support in the development of business strategy and the establishment of requirements to securing funding.

EDUCATION

M.S. Management of Information Technology

GEORGIA INSTITUTE OF TECHNOLOGY | Atlanta, GA 2001

B.S. Organizational Management

MORRIS BROWN COLLEGE | Atlanta, GA 1998

MAKING A DIFFERENCE

Many leaders realize they have a role to play in changing the world exponentially for the better. They want to leave a legacy through their organization's power to positively impact on creating a more equal, diverse, and sustainable world. They realize that transcendent change in the world today is moving too slowly, and the status quo threatens an inevitable decline.

Racquel firmly believes that by inspiring action, taking ownership and using a strategic approach, we can unite to be on the front lines of major world-changing issues. Sought-after as a top keynote speaker, Racquel has engaged audiences around the world in adopting a results-based approach to achieving transformation.

Keynote topics

- Organizational transformation
- Equality and gender equality
- Sustainability and climate adaptation
- Performance and Execution
- Innovation and technology
- Becoming a force for good