

# ALEJANDRA TAMEZ DE LA GARZA

## Change Management & GenAI Enablement Leader

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*"Adoption is a metric. Bravery is a strategy."*

## PROFESSIONAL SUMMARY

Change Management and GenAI Enablement Lead with a track record of turning organizational resistance into measurable adoption. Creator of the Enablement Flywheel methodology (Listen, Enable, Measure, Amplify) and the AI Use Case Prioritization Framework. Drove Microsoft Copilot adoption to an 87% rate across 6,500+ employees at Applied Materials, built a 55-person Champions network, and delivered 70+ training sessions. Prosci certified. Passionate about putting people at the center of technology transformation and building cultures where curiosity is the default.

## CORE COMPETENCIES

GenAI Enablement & Adoption Strategy	Organizational Change Management (Prosci)	Training Design & Facilitation
Stakeholder Engagement & Executive Comm	Microsoft Copilot & M365 Ecosystem	AI Use Case Identification & Prioritization
Champions Network Development	Cross-Cultural Communication (EN/ES)	Data Storytelling & Impact Measurement

## PROFESSIONAL EXPERIENCE

### Change Management & GenAI Enablement Lead

*Applied Materials | Austin, TX | 2022 – Present | Global Supply Chain IT Services*

- Drove Microsoft Copilot adoption across 6,500+ employees, achieving an 87% adoption rate
- Built and managed a 55-person Champions network to sustain peer-driven enablement
- Designed and delivered 70+ training sessions on Copilot and generative AI tools
- Created the Enablement Flywheel framework (Listen, Enable, Measure, Amplify) now used as a repeatable methodology across the organization
- Developed a proprietary AI Use Case Prioritization Framework with weighted scoring matrix and interactive dashboard
- Proposed and pitched the “Eureka” employee innovation platform to HR leadership, receiving positive executive reception
- Led OCM Operating Model proposal to embed change management at project initiation rather than as a reactive function
- Built a knowledge transfer solution for CTO/NPI engineering using Microsoft Stream and Copilot

### Community Engagement & Last-Mile Innovation

*Amazon | Previous Role*

- Led a SNAP last-mile delivery pilot designed to serve marginalized communities
- Managed community engagement initiatives connecting technology solutions to underserved populations
- Developed cross-functional partnerships to bridge operational capability with community need

### Executive Assistant to Founder/CEO

*Arabella Advisors | Previous Role*

- Provided strategic executive support to the founder and CEO of a philanthropic advisory firm
- Managed high-stakes communications, scheduling, and stakeholder coordination
- Gained foundational experience in mission-driven leadership and organizational strategy

## Founder & Operator

*Indigenous Women Artisans Partnership | Previous Venture*

- Founded and operated a retail business partnering with indigenous women artisans
  - Managed end-to-end operations: sourcing, logistics, sales, and community storytelling
  - Built cross-cultural supplier relationships grounded in equity and mutual benefit
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## SIGNATURE FRAMEWORKS

### The Enablement Flywheel

A four-phase methodology for sustainable technology adoption: **1. Listen** — Understand the real barriers, not the assumed ones. **2. Enable** — Meet people where they are with relevant, role-based training. **3. Measure** — Track behavior change, not just login counts. **4. Amplify** — Turn early wins into organizational momentum through storytelling and champions.

### AI Use Case Prioritization Framework

A weighted scoring system that helps organizations move from “we should use AI” to “here’s exactly where to start and why.” Includes a scoring matrix, Excel workbook, and interactive React dashboard.

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## EDUCATION

### Master of Public Administration (MPA)

Virginia Commonwealth University

### Bachelor of Arts

Radford University

## CERTIFICATIONS

- Prosci Change Management Practitioner
  - IBM Certification (AI/Technology)
  - Microsoft Certification
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## COMMUNITY & ADVOCACY

- Data center impact research and policy advocacy in Central Texas (water, energy, equity, labor)
- Prepared formal recommendation documents for Austin’s Technology Commission
- Founder, La Clave AI: Spanish-language AI education venture for underserved markets
- Bible study group host | Missions experience in Nicaragua and Costa Rica