

Jaqueline Oliveira-Cella



Port Washington, NY, USA



917-971-7527



jaqueoliveira@live.com



[LinkedIn.com/in/jaquelinerc](https://www.linkedin.com/in/jaquelinerc)



AREAS OF FOCUS

Client-Centric Solutions

Business Development & Strategy

Actuary: Product Design & Strategy

Multi-Regional People Management

Consulting & Design Thinking

Strategic Alliances Management

Consensus Building

Health and Benefits Transformation

Population Health Management

Financial Wellbeing

Global Employee Benefits

EDUCATION

Global Health Care Leaders Program

Harvard Medical School

Executive Program, Digital Healthcare Innovation

Columbia Business School/USA

Executive MBA

Ibmec São Paulo (Agreement with Harvard Institute), SP/Brazil

MBA, Company, Portfolio, & Asset Valuation

USP/FIA, DF/Brazil

MIBA #952, Actuarial Sciences

UFRJ, Brazil

EXECUTIVE PROFILE

I am an experienced leader with a global impact in health, wealth, financial and corporate wellbeing, known for my exemplary track record in driving transformative product development, business growth, and talent development across consulting, insurance, and technology sectors. My 10+ years journey has provided me with a unique and diverse perspective, coupled with a global market reach.

My recent achievements include spearheading groundbreaking redesign initiatives for health, top risk concerns and welfare offerings across 42 countries, including the USA. In 16 of these countries, we successfully revamped 36 offerings to address the crucial unmet needs of our diverse populations. This transformation was achieved by adhering to a set of product design guiding principles, actively listening to clients, and harnessing the power of data and collective team knowledge.

Throughout my career, I have forged strategic alliances within consulting, insurance, brokerage, wealth, and healthcare sectors. In a prominent global consulting firm, I exceeded business growth targets threefold by leveraging market insights, practicing active listening, and fostering teamwork. This resulted in the delivery of human capital solutions that aligned seamlessly with the strategic objectives of Fortune 500 companies.

My dedication to collaborating with clients to enhance the health, wellbeing, and wealth accumulation of their employees is unwavering. Together, we develop innovative, indispensable, and inclusive core offerings and targeted solutions that address the most critical health and wealth-related risks faced by individuals and corporations.

My commitment to lifelong learning is evidenced by my participation in the Global Health Leaders program at Harvard Medical School and my completion of an Executive Program in Digital Healthcare Transformation at Columbia Business School. These experiences have fueled my passion to make a broader impact, leading to the establishment of wellBe Consulting and the initiation of collaborative '[Health at Work & People](#)' briefings.

Noteworthy recent accomplishments include:

- Launching wellBe Consulting, offering strategic advisory services for healthcare organizations and spearheading '[Health at Work & People](#)' a nonprofit knowledge-sharing collaboration that provides actionable insights into top health risk concerns for individuals and corporations, encompassing mental fitness, women's health, inclusion and chronic illnesses.
- Transforming US health and welfare programs (valued at approximately \$100 million) by applying a design thinking approach and introducing population health management initiatives that target prevalent health risk concerns such as mental health, diabetes, and musculoskeletal conditions.
- Crafting global benefits mission, vision, strategy, and design guidelines for both IBM and Kyndryl, culminating in the assembly of a highly skilled global benefit design team characterized by their growth mindset, curiosity, client-centricity, and expertise. In a recent engagement survey, my team achieved a remarkable +19bps higher score than the industry average in trust, respect, coaching and transparency.