**MELINNA VÁZQUEZ**  
Asunción, Paraguay | melivazquez@gmail.com | +595 985 340078  
**Languages**: Spanish (Native), English (Advanced), Portuguese (Intermediate)

**PROFESSIONAL SUMMARY**

Strategic leader with over 15 years of experience in public sector innovation, procurement policy, regulatory modernization, and digital transformation. Expert in designing and executing public policy, sustainable procurement strategies, and technological ecosystems. Proven ability to lead multidisciplinary teams, foster cross-sector partnerships, and drive data-driven decision-making. Actively engaged in regional forums such as South Summit, IASP, and Open Contracting conferences.

**AREAS OF EXPERTISE**

* Government Innovation & Public Policy
* Public Procurement & Sustainable Contracting
* Regulatory Reform & Digital Transformation
* Strategic Planning & KPI Monitoring
* Cross-sector Stakeholder Engagement
* Agile & Human-Centered Design in Public Services
* Tech Ecosystem Development (Digital Parks, Startups)
* Institutional Communication & Visual Narratives

**PROFESSIONAL EXPERIENCE**

**Head of Innovation and Continuous Improvement**  
*Promed / AMSA* — *Oct 2024 – Present*

* Led digital and operational transformation for AMSA hospital and outpatient centers, implementing HIS, LIS, RIS, and client-facing platforms.
* Managed Innovation, Business Intelligence, Continuous Improvement, and Communication departments.
* Fostered a data-driven culture and agile methodologies across operations.

**General Director of Productive Innovation and Digital Economy**  
*Ministry of Information and Communication Technologies (MITIC)* — *Aug 2023 – Sep 2024*

* Directed the National Innovation Strategy, Digital District project, and InnovandoPy entrepreneurial program.
* Advanced digital entrepreneurship and public-private collaboration for sectoral modernization.
* Strengthened Paraguay's innovation ecosystem through international outreach and ecosystem building.

**General Director of Strategic Development and Information**  
*National Directorate of Public Procurement (DNCP)* — *Sep 2018 – Aug 2023*

* Managed the Strategic Information System (SIE) and implemented early-warning tools like Red Flags.
* Designed AI-based monitoring tools in partnership with DFKI and Warwick’s DSSG program.
* Oversaw institutional strategic planning, ISO-aligned process improvement, and transparency initiatives.

**Coordinator, Sustainable Public Procurement Committee**  
*DNCP* — *2014 – 2023*

* Developed and institutionalized policies for green and socially responsible procurement.
* Promoted Small Business integration through supplier programs and local procurement strategies.
* Collaborated with OCP, ASEPY, and CDS on impact acceleration programs like Lift.

**Institutional Communications Coordinator**  
*DNCP* — *2013 – 2018*

* Designed internal and external communication strategies.
* Managed visual content, branding, and international event coordination.
* Created visual storytelling for institutional projects and innovation campaigns.

**Strategic Advisor & Co-Founder**  
*La Retoquería* — *2016 – 2021*

* Designed the business model and digital tools for a circular fashion venture.
* Led operations, marketing, and digitalization, culminating in a successful business exit in 2021.

**EDUCATION**

* MSc in Government & Public Management, Universidad Americana – 2015
* Postgraduate in Data Science, Universidad del CEMA – 2024
* BA in Business Administration, Universidad Católica de Asunción – 2010
* Diplomas & Certifications:
  + Strategic Communication (UCOM, 2023)
  + Sustainable Public Procurement (OAS, Washington DC, USA)
  + Innovation & Regulation (IDB, Washington DC, 2023)
  + Lean Six Sigma (Edutin Academy, 2025)
  + Innovation & Entrepreneurship (CEMA + Scalabl, 2024)
  + Human-Centered Digital Services (UNDP, 2024)
  + KOICA SME Development Training (Seoul, Korea, 2012)

**SELECT PROJECTS & LEADERSHIP**

* Digital District: Governance and strategy for Paraguay’s first technology park
* SIE & Red Flags: Real-time procurement risk monitoring systems
* Public Innovation Procurement: Winner of IDB innovation funding
* AI for Public Procurement: Strategic design of data-driven solutions
* International Forums: South Summit, IASP, DSSG
* Policy Co-Design: Oversight of sustainable, integrity-driven, and MIPYMES policies

**REFERENCES**

* Pablo Seitz – Former National Director, DNCP +595 981 153919
* Juan Ardissone – Former Deputy Minister of Technologies, MITIC +595 972 102321