

AI Transformation & Adoption

Multilingual professional with 15 years of international experience in project delivery, product management and digital content. Specialising in AI transformation and adoption, I contribute to the adoption of AI practices by business teams and related change initiatives, with hands-on experience in generative AI, agentic systems and responsible use.

PROFESSIONAL EXPERIENCE

AXA Group Operations - Paris, France

2025 - present

PMO AI & Change Management

- Support generative AI adoption through AI literacy, awareness and change initiatives across 15 countries.
- Create presentations, practical guides, SharePoint resources and internal communications on AI topics.
- Facilitate a 600+ member Data & AI community and 30+ AI Champions across six countries, fostering knowledge sharing.
- Contribute to the Change and Adoption roadmap, track participation indicators and coordinate initiatives with multiple stakeholders.

Veepee - Paris, France

2019 - 2023

Digital Content Project Manager - Spain Travel Market

- Managed the operational delivery of 30 digital campaign launches per month for the Spanish travel market, coordinating content, quality controls, digital tools and strict delivery timelines.
- Tracked campaign performance indicators, including conversion, revenue and sales.
- Contributed to cross-functional continuous improvement initiatives as a key-user representative, working with business and digital teams.

LATAM Travel (LATAM Airlines) - São Paulo, Brazil

2010 - 2018

Product Manager, Travel Portfolio

2016 - 2018

- Managed a portfolio of 100+ travel products across 30+ destinations, coordinating marketing, sales, technical teams and partners across several countries.
- Created communication and learning materials, including product guides, brochures and newsletters, and trained 700+ internal employees and franchise partners.
- Managed the full lifecycle of new product and service launches.

EDUCATION

Master of Science in Generative AI (RNCP38584)

aivancity (2025 - 2026) - Paris, France

Technological, business and ethical dimensions of GenAI.

Product Manager (RNCP34758)

OpenClassrooms (2023 - 2024) - Paris, France

Product strategy, agile project management, digital product development and performance analysis.

Master's Degree in Business Management

FGV SP (2014 - 2015) - São Paulo, Brazil

Bachelor's Degree in Languages and Literature

USP SP (2003 - 2009) - São Paulo, Brazil



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LANGUAGES

- English: C1
- French: C2
- Portuguese: native
- Spanish: C1

SKILLS

Core skills

- AI literacy & adoption
- AI & digital project management
- Change management
- Product management
- Stakeholder management
- Communication & learning content
- Generative & Agentic AI
- Responsible AI

Tools & prototyping

- M365 Copilot, ChatGPT, Claude, Google AI Studio, Perplexity
- Canva, Notion
- AI prototyping: no-code / low-code / vibe coding

Soft skills

- Critical thinking
- Curiosity & continuous learning
- Adaptability
- Multilingual communication

CERTIFICATIONS

- Microsoft AI Transformation Leader
- Google Cloud Gen AI Leader
- Google Cloud Digital Leader
- Responsible AI