

Amaris Meléna Efthimiou

Client Value Engineer | Enterprise AI | Project Delivery | UX Research & Experience

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Enterprise AI strategist, technologist, and human-centered designer with 3+ years at IBM leading developer teams and end-to-end delivery of AI and SaaS solutions across healthcare, government, and education, from pre-sales solution design through deployment. IBM 100 Club recipient for 100% sales target attainment.

PROFESSIONAL EXPERIENCE

IBM

New York, NY

Client Value Engineer

Aug 2026 – Present

- Lead a team of developers to build enterprise AI and SaaS MVPs across IBM's software portfolio, then oversee deployment and drive client adoption and usage post-launch.
- Manage end-to-end project delivery across pre- and post-sales engagements: running sprint planning, prioritizing backlogs, setting timelines, and aligning client and IBM stakeholders to cut time-to-value.
- Ranked top 10 content contributor across IBM Global Sales, scaling reusable pilot assets and delivery best practices across markets.

Strategy Designer

Jul 2023 – Aug 2026

- Managed delivery of AI pilots across hundreds of client engagements, owning sprint plans, timelines, and deliverables while coordinating developers, AI engineers, and designers to ship pilot-ready MVPs in weeks.
- Facilitated C-suite workshops and co-creation sessions, translating buyer insights into solution strategies and journeys that drove adoption at scale, including Penn State's MyResource platform, now serving 90K+ users.
- Contributed to 100% sales target attainment, earning IBM 100 Club recognition (2024) through compelling solution demos and design-led client storytelling across enterprise accounts.

Innovation Design Intern

May – Aug 2022

- Led user research and design thinking workshops to uncover client pain points and translate insights into MVP prototypes, enhancing user experience, informing product strategy, and contributing to a full-time return offer.

Consulting Intern

Jun – Aug 2021

- Built and presented a Figma prototype as a Capstone deliverable, applying AI, blockchain, and agile fundamentals to simulate a real enterprise client solution.

SELECTED PROJECTS

Student Concierge · Penn State University — AI assistant on IBM watsonx giving students 95% faster access to campus resources; presented the live demo to the University President, leading to a sales win.

Crime Analytics Agent · Metropolitan police department — Multi-agent watsonx Orchestrate solution cutting trend analysis from 105 minutes to 18 seconds (350x faster).

Enterprise Workflow Transformation · Global healthcare organization — Led UX research and design for an AI workflow orchestration solution, turning insights into a clickable prototype and demo that helped shape a multi-million-dollar opportunity.

CORE COMPETENCIES

Project Management Developer team leadership, agile sprint planning, scope & timelines, stakeholder management

Sales & Pre-Sales Client co-creation, solution demos, pre- & post-sales engagement, value engineering

UX Research Design thinking facilitation, user interviews, journey mapping, personas, usability testing

Tools & Tech Figma, Adobe CC, Salesforce, Gainsight, Mural, Monday, MS Office, VS Code, GitHub, Python, SQL, R

EDUCATION

Baruch College, Zicklin School of Business

New York, NY · May 2023

Bachelor of Business Administration — Computer Information Systems, Data Analytics

Coursework: Big Data, Data Mining, Data Warehousing, Programming for Analytics, Databases, Web Design