



## *MCA Awards 2018 Finalist*

### **Digital & Technology Consultant of the Year**

**Arabella Arcuragi, IBM**

How artificial intelligence will shape the ways we work and how we interact with brands and services are currently hot topics across industries and sectors. Arabella began working with Lloyds Banking Group (LBG) over a year and a half ago to support their Digital Products and Services group assess the question of what cognitive could mean to them as an organisation in terms of their aspirations to become the Bank of the Future. This included conducting user research with key customer segments to understand their perceptions to interacting with AI, in addition to providing business analysis to senior stakeholders on recommendations of where to begin their journey, a strategic roadmap for where they could see themselves in the coming 3 years, and risks they were willing to take along the way from an investment and brand perspective.

Since completing this strategy, Arabella has continued to work with the senior management in Group Transformation to create an operating model on how the bank will transition to deliver Machine Intelligent products throughout the organisation. She is now the delivery lead managing the implementation of that approved model to move the organisation to the first Transition State. Her work with Lloyds in the Cognitive Strategy and delivery space demonstrates her SME knowledge in designing and delivering Cognitive change in the enterprise space.

Based on the above work, Arabella has created Cognitive Strategy assets that have been widely adopted within IBM's POV materials, and used in numerous cross-industry client engagements.