



DANIELA VIGNOLO

OPERATIONS MANAGER OF VUCE

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Rocío Viñas is the Operations Manager of the Foreign Trade Single Window (VUCE) at the investment, export and country brand promotion agency, Uruguay XXI since 2023.

She joined Uruguay XXI in 2013. From that year until 2016 he held the role of Process Analyst of the Single Window for Foreign Trade of Uruguay (VUCE) and then became Project Manager. Subsequently, in 2019, she became Operations Coordinator of the VUCE.

Since her incorporation, she actively participated in the design and implementation of the platform. Initially, supporting in the survey of the operational requirements of the users to be applied in the VUCE, detecting opportunities for improvement and their application to the platform solutions. As Project Manager, he built vertical solutions that address business processes, in particular, internal needs of the platform.

As Operations Manager, his practice focuses on the survey, analysis and validation of the models to be designed for foreign trade processes and their application to the solutions provided by VUCE. He leads the Processes and Customer Service Center team. Facilitates organizational change, integrating the visions of the different areas, helping to understand structural and operational problems.

She is part of the management team, collaborating in the design of the strategic objectives, the conformation and management of the work team (incorporating agile methodologies), the development of the platform and its implementation.

She actively participates in the Inter-American Network of SWVs as a representative of Uruguay, where she has exchanged with different countries about the experience and lessons learned in Uruguay. She is also



a SW representative in the conferences organized by the Change Management Division of the Electronic Government and Information and Knowledge Society Agency.

She has been trained on electronic Single Windows as a tool for trade facilitation (dictated by the Inter-American Development Bank), Agile Methodologies mainly in the role of the Product Owner, on the legal aspects of electronic commerce for Latin America and the Caribbean (dictated by CEDET) and on Customs in the face of the agreement on trade facilitation - BALI.

She is a Systems Engineer with extensive experience in consulting projects, technology implementation, documentation, analysis and redesign of processes. She teaches Organizational Behavior at ORT University and has worked as an Organizational Consultant since 2008.

