



ROCÍO VIÑAS

OPERATIONS MANAGER AT VUCE

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Rocío Viñas has been the operations manager of the Single Window for Foreign Trade (VUCE) since 2024. A systems engineer, she has a strong track record in process analysis and improvement, technology implementation, and the development of solutions for modernizing foreign trade management. She also taught for more than 10 years at ORT University in Uruguay in Organizational Behavior.

She has been part of the VUCE since its beginning and actively participated in the design and implementation of the platform, contributing to the identification of requirements, process improvement, and the development of solutions tailored to users' operational needs. Throughout her career, she has led initiatives to analyze, redesign, and optimize foreign trade processes.

She currently leads the Product, Risk, Data, Usability and User Experience, and Quality Assurance teams, fostering coordination among the various areas involved and facilitating organizational change processes. She participates in defining strategic objectives and developing initiatives aimed at the platform's evolution.

She represents Uruguay in the Inter-American Network of VUCEs, participating in forums on trade facilitation and best practices.

