



# Mariana de la Roche Wills

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## ABOUT MYSELF

I am a leader in the blockchain and regulatory domain. I serve as a Member of the Board of Directors for INATBA. With a background in law, human rights, and public administration, I bring over a decade of experience to the table. I have excelled in roles as a lead project manager and legal and regulatory advisor for organizations in Colombia and Germany. In 2021, I assumed the role of Co-Chair of the Social Impact and Sustainability Working Group of INATBA, focusing on driving social impact and sustainability efforts and actively advocating for the positive contributions of new technologies on a global scale. Additionally, I lead BC100+, an initiative with the patronage of the 77th President of the UNGA, dedicated to promoting blockchain towards the achievement of the UN Charter Values and the SDGs. My expertise also extends to EU regulation, where I actively contribute to consultations and discussions at both EU and international levels. Recognized for my insightful discussions on the intersection of AI and blockchain, I have been honored with various awards for my leadership and contributions and serve as a member of the EUBOF Expert Panel as an Advisor of Build.5, and ambassador of the GBBC.

## WORK EXPERIENCE

08/16/2024 – CURRENT Berlin, Germany

### INDEPENDENT CONSULTANT DE LA ROCHE W. CONSULTING

At de la Roche W. Consulting, we are dedicated to navigating the complex intersection of technology, law, and social impact. Founded by Mariana de la Roche Wills, a recognized leader in the blockchain and AI sectors, our firm is committed to empowering organizations with the strategic guidance and expertise they need to thrive in a rapidly evolving digital landscape.

01/01/2023 – CURRENT Berlin, Germany

### MEMBER OF THE BOARD OF DIRECTORS INATBA

- Engaged in strategic decision-making, governance, and financial stewardship as a Board member, contributing to INATBA's mission.
- Led INATBA's efforts to expand beyond blockchain, fostering collaborations with other emerging technologies such as AI.
- Actively participated in cross-functional discussions, including Privacy and Finance working groups, to address key regulatory topics like the Data Act and anti-money laundering regulations.

01/01/2024 – CURRENT Luxembourg, Luxembourg

### MEMBER OF THE BOARD OF DIRECTORS THINKBLOCKTANK

- Engaged in strategic decision-making, governance, and financial stewardship as a Board member, contributing to tBt's mission.
- Led tBt's efforts to expand beyond blockchain, fostering collaborations with other emerging technologies such as AI.

01/2024 – 08/15/2024 Berlin, Germany

### DIRECTOR VALIDVENT

- **Strategic Planning:** Developing and implementing strategic plans to guide the direction of Validvent in alignment with its mission and goals.
- **Innovation and Adaptation:** Keeping abreast of industry trends and emerging technologies, and driving innovation within Validvent to remain competitive and relevant in the market.
- **Operations Oversight:** Overseeing the day-to-day operations of Validvent, ensuring efficiency and effectiveness in all aspects of the business.
- **Team Leadership:** Providing leadership and direction to the Validvent team, fostering a positive and productive work environment, and ensuring team members are aligned with company objectives.
- **Strategic Partnerships:** Cultivating strategic partnerships with key industry stakeholders, including government agencies, industry associations, and other organizations, to further Validvent's objectives and enhance its impact.

- **Business Development:** Identifying opportunities for growth and expansion, developing new business relationships, and pursuing strategic partnerships to drive business success.
- **Client Management:** Building and maintaining strong relationships with clients, understanding their needs, and providing tailored solutions to meet their requirements.
- **Regulatory Compliance:** Ensuring Validvent's compliance with relevant regulations and industry standards, staying updated on changes in legislation, and implementing necessary measures to maintain compliance.
- **Public Affairs:** Enhancing Validvent's brand presence and reputation in the market through effective marketing strategies, communication initiatives, and stakeholder engagement.

01/01/2018 – CURRENT

## INDEPENDENT CONSULTANT

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- **Public Policy Engagement:** Advocated for ethical, sustainable Web 3.0 tech policies through engagement with policymakers.
- **Social Impact Initiatives:** Led initiatives leveraging blockchain and Web 3.0 tech for positive global sustainability impacts. Designed green solutions addressing environmental challenges.
- **Sustainable Finance Framework Development:** Collaborated on a sustainable finance framework, integrating blockchain and AI for ESG alignment.
- **ESG Disclosure Framework:** Created ESG disclosure framework using blockchain and AI for enhanced sustainability reporting.

11/01/2018 – 12/31/2023 Berlin

## SENIOR REGULATORY AFFAIRS EXPERT IOTA

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- **Multistakeholder Projects:** Managed and coordinated as lead project manager 15+ projects with the European Union, Japanese, Canadian, and German governments.
- **Regulatory Expertise:** Led regulatory initiatives and negotiations on frameworks like the Data Act, AMLR, TFR, MiCA, and DeFi consultations.
- **Global Advocacy:** Collaborated with EBA, EUCI, GBBC, and others to advocate for blockchain advancements.
- **Decentralized Finance Leadership:** Shaped the future of DeFi with international collaborations, including the US and MENA regions.
- **Leadership Coordination:** Lead and oversee multiple teams.
- **Effective Negotiation:** Spearheaded Successful Dialogues with Projects and Regulators
- **Brand position:** Position the company as a leader in the regulatory and social impact and sustainability space.
- **BC100+:** Chair of the Steering Committee leading the initiative with the patronage of the 77th president of the UNGA.

01/01/2023 – 01/01/2024 Remote / Berlin , Germany

## ADVISORY BOARD MEMBER /MEMBER OF THE EXPERT PANEL / AMBASSADOR EUBOF/ BUILD.5/ GBBC

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- **Advisory Board Member:** Serve on the Advisory Board of Build.5.
- **Expert Panel Member:** Part of the Expert Panel of the European Blockchain Observatory and Forum (EUBOF).
- **GBBC Ambassador:** Appointed as an Ambassador of the Global Blockchain Business Council (GBBC).
- **Strategic Representation:** Actively support and implement strategic actions for these organizations and represent them at high-level events, advocating for blockchain's sustainability impact.
- ESG and Sustainability advisor

06/01/2021 – CURRENT Brussels , Belgium

## CO-CHAIR OF THE SOCIAL IMPACT AND SUSTAINABILITY WORKING GROUP INATBA

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- Lead the Social Impact and Sustainability Working Group at INATBA since 2021
- Received recognition from the European Commission through influential reports and articles, positioning INATBA as a leader in advocacy for sustainability topics.
- Co-authored and directed multiple reports, position papers, and consultations at the EU level, focusing on sustainability, social impact, and ESG initiatives.
- Contributed to INATBA's status as an exemplary advocate for social responsibility in emerging technology.

02/01/2017 – 03/30/2022 Berlin, Germany

## DIRECTOR OF OPERATIONS AND COMPLIANCE MADAMI

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- **Legal compliance:** Ensured legal and ethical compliance while aligning with business objectives.
- **Operations:** Oversaw day-to-day administrative and operational functions.
- **Multistakeholder Projects:** oversee the implementation of different projects and partnerships in particular in Europe and North America

- **Regional integration:** Consolidated the team and actions in the Latinoamerican region
- **Advisor:** provided advice on gender and female health consulting for businesses, institutions, and financial actors. Advised on inclusive and sustainable business practices and Women-Centered product design.

03/01/2018 – 03/30/2019 Berlin, Germany

## SENIOR PROJECT MANAGER FAIR PHOTO AGENCY

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- **Strategic Leadership:** Devised and executed FPA's business plan and strategy.
- **Market Expansion:** Facilitated connections between sustainable companies and global photographers, boosting market presence.
- **Team Coordination:** Efficiently coordinated cross-functional teams and led fundraising efforts.
- **Project Management:** Actively oversaw project implementation, ensuring successful outcomes.
- **Sustainability Advocate:** Contributed to FPA's mission of promoting sustainability and positive impact.

11/01/2013 – 11/30/2016 Bogotá, Colombia

## LEGAL EXPERT TERRE DES HOMMES

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- **Legal Document Creation:** Created documents for enforcing the principle of opportuneness in Colombian Criminal Law.
- **Reports Compilation:** Compiled systematization and evaluation reports for projects & Prepared comprehensive research reports on justice issues, demonstrating expertise in multiple domains.
- **Transitional Justice Leadership:** Led the Transitional Justice program.
- **International Cooperation Projects:** Designed international cooperation projects and crafted grant proposals.
- **Training and education:** Train judges and prosecutors in international law and restorative justice.

02/01/2011 – 10/31/2011 Bogotá, Colombia

## LEGAL REREARCHER CLINIC OF INTERNATIONAL CRIMINAL LAW- ROSARIO UNIVERSITY

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- **influential Research in International Criminal Law:** Conducted research that directly informed and aided judges in the prosecution of paramilitaries by the Transitional Court, highlighting the practical impact of my work in the field.
- **Implementation of International Legislation:** Assisted in implementing international legislation into court processes.
- **Precedent from International Criminal Courts:** Applied precedent from International Criminal Courts such as the ICC and ICTY.

05/01/2015 – 12/31/2015 Bogotá, Colombia

## LEGAL ADVISOR ICBF /COLOMBIAN GOVERNMENT

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- **Designed Theory of Change Methodologies:** Designed and implemented Theory of Change methodologies to align with the International Committee on the Rights of the Child recommendations.
- **Process Reporting:** Systematized and evaluated the reporting of the national process.
- **Event Coordination:** Coordinated internal events for the organization.
- **Advancing Child Rights:** Contributed to advancing the rights of children through these efforts.
- **Enhancing Processes:** Played a role in enhancing organizational processes.

## ● PROJECTS

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### Leading BC100+

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BC100+ is an initiative aimed at leveraging blockchain technology to address environmental challenges and contribute to the United Nations' Sustainable Development Goals (SDGs). It represents a collective effort within the blockchain community to utilize the technology for positive environmental impact. The initiative focuses on bringing awareness about the potential of blockchain by identifying best-in-class projects that offer scalable, sustainable solutions across various sectors, demonstrating a commitment to using blockchain not just for financial transactions but as a tool for global good, emphasizing environmental sustainability. Through collaboration among key stakeholders in the blockchain ecosystem, BC100+ seeks to showcase the potential of blockchain to support efforts towards a more sustainable and equitable world.

Link <https://www.youtube.com/watch?v=kzfVobujxKU>

01/01/2024 – CURRENT

### Blockchain and AI Task Force

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I founded and lead the INATBA Blockchain and AI Task Force. The Task Force aims to delve into this intersection of these two cutting edge technologies, identifying and addressing the multifaceted challenges and potentialities that arise from the integration of them. Our mission is to foster a comprehensive understanding, promote ethical standards, and drive innovation at the nexus of AI and blockchain.

Link <https://inatba.org/ai-blockchain-convergences-task-force/>

## ● EDUCATION AND TRAINING

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11/01/2022 – 01/31/2023 Remote, United States

**BUSINESS FOR ALL PROGRAMM -SCHOLARSHIP RECIPIENT OF BANCO SANTANDER** Harvard Business School - Online Programm

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Website [https://online.hbs.edu/courses/?c1=GAW\\_SE\\_NW&source=INTL\\_BRND\\_GEN&cr2=search\\_-\\_nw\\_-\\_international\\_-\\_branded\\_audience&kw=harvard\\_business\\_school\\_online\\_program\\_exm&cr5=670678162727&cr7=c&gad=1&gclid=Cj0KCQiAjMKqBhCgARIsAPDg\\_hmhiR3sxxk0Kf51ThwaApg\\_EALw\\_wcB](https://online.hbs.edu/courses/?c1=GAW_SE_NW&source=INTL_BRND_GEN&cr2=search_-_nw_-_international_-_branded_audience&kw=harvard_business_school_online_program_exm&cr5=670678162727&cr7=c&gad=1&gclid=Cj0KCQiAjMKqBhCgARIsAPDg_hmhiR3sxxk0Kf51ThwaApg_EALw_wcB)

09/01/2021 – 09/30/2022 Berlin , Germany

**EXECUTIVE MASTER IN PUBLIC ADMINISTRATION - CONCENTRATION ON DGITALIZATION** Hertie School

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Website <https://www.hertie-school.org/en/>

08/01/2014 – 08/30/2015 Bogotá, Colombia

**SPECIALIZATION IN HUMAN RIGHTS AND HUMANITARIAN LAW** Externado University

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Website <https://www.uexternado.edu.co/>

05/01/2008 – 11/09/2013 Bogotá, Colombia

**BACHELORS IN LAW** Rosario University

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Website <https://urosario.edu.co/>

2022 – 2022

**CRCLAR ECONOMY AND THE 2030 AGENDA** United Nations System Staff College (UNSSC)

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Website <https://www.unssc.org/>

2022 – 2022

**INTERNATIONAL POLICY FRAMEWORKS FOR SUSTAINABLE DEVELOPMENT** United Nations System Staff College (UNSSC)

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Website <https://www.unssc.org/>

2022 – 2022

**DLT TALENTS** Frankfurt School

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Website <https://www.frankfurt-school.de/home/research/centres/blockchain>

2021 – 2021

**COMMUNICATION SKILLS FOR DIALOGUING ACROSS DIFFERENCE** EDX- CatalystX

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Website <https://www.edx.org/>

2021 – 2021

**UNCONSCIOUS BIAS: FROM AWARENESS TO ACTION** EDX- CatalystX

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Website <https://www.edx.org/>

## ● LANGUAGE SKILLS

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Mother tongue(s): **SPANISH**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	C1	C1	C1	C1	C1
<b>GERMAN</b>	B1	B1	A2	B1	A2
<b>FRENCH</b>	B1	B1	A2	A2	A1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user

## ● HONOURS AND AWARDS

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11/17/2023

### **Innovations Award 2023 for my contributions to the field of Emerging Tech and Blockchain - AIBC**

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Innovations Award 2023 for my contributions to the field of Emerging Tech and Blockchain in particular to the social impact field with INATBA - International Association for Trusted Blockchain Applications

**Link** [https://www.linkedin.com/posts/mariana-de-la-roche-es\\_blockchain-activity-7131573818191433728-b1rh?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/mariana-de-la-roche-es_blockchain-activity-7131573818191433728-b1rh?utm_source=share&utm_medium=member_desktop)

01/31/2023

### **Special Award for leading INATBA members - INATBA**

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Special Award given by the Board of Directors to the Leadership of the Working Groups for leading INATBA members in their active engagement in policy development and providing industry expertise and feedback to a diverse panel of stakeholders and events

**Link** <https://inatba.org/press-release/historic-first-edition-of-inatba-awards-honours-blockchain-excellence-with-groundbreaking-nft-awards/>

11/01/2022

### **Nominated as Raising Star of the Year - Women In Tech**

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04/01/2012

### **Degree of academic excellence awarded by the Rosario University - Rosario University**

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09/11/2011

### **First place and title of the best speaker in the contest of Human Rights - Universidad Católica del Perú**

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The competition consists of simulating the proceedings before the Inter-American Court of Human Rights, encouraging debate and academic reflection on issues related to International Human Rights Law and International Humanitarian Law.

**Link** [https://educast.pucp.edu.pe/video/804/concurso\\_de\\_derechos\\_humanos\\_yachay](https://educast.pucp.edu.pe/video/804/concurso_de_derechos_humanos_yachay)

## ● PUBLICATIONS

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2024

### **[Blockchain and AI Convergence Report](#)**

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2024

### **[Intellectual Property in the are of Digitalisation: The role of Tokenization](#)**

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de la Roche, et al

2023

### **[Mapping Latinoametica Impact Initiatives for Sustainability](#)**

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de la Roche, et al

2023

**Understanding Staking: A Structured Taxonomy of Staking Mechanisms**

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de la Roche; Voloder

2023

**Bringing clarity to the DeFi sector - A cross-sector proposal for a unified DeFi**

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de la Roche, et al.

2023

**Defining Smart Contract in Regulatory Context: Contrasting with Automated Data Sharing Agreements**

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de la Roche, et al.

2023

**Proof-of-Stake: Towards a reliable taxonomy and understanding of PoS and “related” services in an EU regulatory setting**

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Voloder, et al

2023

**Navigating the Blockchain Landscape, Efforts to Demystify Distributed Ledger**

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de la Roche, et al

2023

**Impact of Distributed Ledger Technology on Supply Chain Sustainability**

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de la Roche, et al

2023

**Bridging the gap between technology and regulation with dialogue**

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de la Roche, et al

2023

**DeFi Horizons: Convergence of Regulators, Industry, and Academia**

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de la Roche, et al

2023

**Overview of Blockchain for Climate Action and Sustainability**

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de la Roche, Astazi, et al

2022

**Tokenization of Assets and Blockchain**

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de la Roche, et al

2022

**Tracking Ethical Blockchain Via Sustainable Development Goals**

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de la Roche

2022

**Social Impact Model for Small and Medium-Size Blockchain Projects**

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de la Roche, et al

2022

**Unified Definition of Social Impact For the Blockchain Sector**

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de la Roche, et al

2021

## [How to unlock international trade with distributed ledger technology:](#)

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de la Roche, et al

2021

## [Blockchain and the Climate Adaptation Imperative](#)

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Greplova, et al

2021

## [Blockchain for Social Impact report](#)

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de la Roche, et al

## ● **SOCIAL & POLITICAL ACTIVITIES**

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### **A Manifesto for Blockchain - Embracing its Potential in the European Union**

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Four leading blockchain advocacy groups in the European Union – the European Crypto Initiative, INATBA, Blockchain for Europe, and the European Blockchain Association – released a collaborative manifesto during the Blockchain for Industry Conference, organised by the EU Commission’s DG GROW. The timing is crucial considering the upcoming elections and political changes Europe will undergo in the year 2024.

**Link** <https://pact.social/m/kjzl6kcym7w8yaabd4elagu1aioocz9p4qjd9h6e3tdmmhwot1tw3gmntwqeys3>

### **Data Act Open letter**

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The Data Act Open Letter, crafted by leaders in the technology and blockchain industry, called for a revision of the Data Act to safeguard technological neutrality and ensure the adaptability of regulations across different technologies. It highlighted concerns that the language around Smart Contracts, particularly those based on public/permissionless blockchains, may unintentionally restrict their use and bring about uncertainty for existing implementations. The suggestions aimed to ensure that all technological solutions receive equal treatment, promoting an environment that encourages innovation and growth while aligning with the EU's principle of technological neutrality.

**Link** <https://data-act.info/>

### **Joint response to the ESMA consultation on MiCA RTS**

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In a collaborative initiative led by leaders of the industry, a comprehensive response to the European Securities and Markets Authority (ESMA) regarding the draft Regulatory Technical Standards (RTS) on sustainability indicators was submitted. This joint effort aimed to address crucial aspects of sustainability disclosure under the Markets in Crypto-Assets (MiCA) regulation, consensus mechanisms, and the methodologies for assessing adverse environmental and climate impacts within the crypto-asset sector. The response emphasized the need for sustainability indicators that are applicable across all consensus mechanisms to ensure transparency, comparability, and accountability, advocating for realistic and implementable regulations tailored to the unique characteristics of blockchain technology.

<https://europeanblockchainassociation.org/2023/12/15/11343/>

**Link** <https://europeanblockchainassociation.org/2023/12/15/11343/>

### **Joint reply ACPR consultation**

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The Joint Reply Initiative, led by industry leaders, was a united response to the ACPR's exploration of regulatory responses to Decentralized Finance (DeFi). This collaborative effort sought to address the ACPR's report, which discussed the potentials and challenges of the DeFi ecosystem, by advocating for a regulatory approach that nurtures innovation while ensuring consumer protection. The initiative underscored the importance of adaptable, proportional regulations that accommodate the unique aspects of DeFi, emphasizing the need for certification mechanisms for public blockchains and smart contracts, and advocating for a dialogue between the blockchain industry and regulatory bodies to develop a balanced regulatory framework that supports the growth of the digital economy.

<https://europeanblockchainassociation.org/2023/06/01/a-collaborative-industry-response-to-the-apcr-consultation-report-on-decentralized-finance/>

**Link** <https://europeanblockchainassociation.org/2023/06/01/a-collaborative-industry-response-to-the-apcr-consultation-report-on-decentralized-finance/>

### **A joint response to the Autorité des Marchés Financiers (AMF)**

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The initiative involved leaders in the blockchain space responding to the Autorité des Marchés Financiers (AMF)'s consultation on potential DeFi regulation. It represented a concerted effort by industry stakeholders to engage with regulatory discussions, aiming to shape a regulatory framework that balances innovation in the blockchain industry with investor protection and market growth. The response tackled key issues such as permissionless vs. permissioned blockchain protocols, smart contracts, open-source software usage, risk assessment of DeFi activities, and the definitions and regulations of decentralized exchanges and automated market makers, underscoring the importance of defining decentralization and control degrees within the DeFi landscape.

**Link** <https://europeanblockchainassociation.org/2023/09/30/a-joint-response-to-the-autorite-des-marches-financiers-amf/>

## ● **DIGITAL SKILLS**

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Microsoft Office | Microsoft Powerpoint | Microsoft Excel | Microsoft Word