PVW

PROJECT VALUE WORKS



Alex Rocha, PMP

SPEAKER · PROJECT VALUE WORKS

Translating complex delivery into executive clarity.

Alex Rocha, PMP, is a Program Manager at a large Houston healthcare system, where he leads governance, portfolio delivery and executive reporting for digital transformation work. He has held the PMP since 2015 and has led project and program portfolios across healthcare, energy, and enterprise technology.

His work focuses on the translation layer of delivery — turning project activity into the decisions, tradeoffs, and visible value executives can act on. His current focus is the human side of AI for knowledge workers: how teams decide what AI output is worth, who owns each decision, and how to keep that reasoning visible and trustworthy.

RECENT STAGE

October 2026 — “From Project Manager to Value Translator,” PMI Global Summit, Detroit.

SIGNATURE SESSIONS

- From Project Manager to Value Translator
- AI for Knowledge Workers: Deciding What AI Output Is Worth
- Stakeholder Communication That Produces Decisions
- Leading Change Without Formal Authority

FORMATS

Keynote (45–60 minutes) · Half-day workshop · Virtual session (60–75 minutes)

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