



Mariana de la Roche Wills

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ABOUT MYSELF

I am a leader in the blockchain and regulatory domain. I served 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

 **BLACKVOGEL** – BERLIN, GERMANY

FOUNDER / BLACKVOGEL – 08/16/2024 – CURRENT

At BlackVogel by Mariana de la Roche W. we are dedicated to navigating the complex intersection of technology, law, and social impact. BlackVogel operates as a collaborative network of independent consultants and professionals. 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.

 **INATBA** – BRUSSELS, BELGIUM

CHAIR AI & BLOCKCHAIN TASK FORCE – 01/01/2024 – CURRENT

I founded and lead the INATBA Blockchain and AI Task Force. The Task Force aims to delve into the intersection of these two cutting-edge technologies, identifying and addressing the multifaceted challenges and opportunities that arise from their convergence. Our mission is to foster a comprehensive understanding, promote ethical standards, and drive innovation at the nexus of AI and blockchain. As part of our work, we have published reports on AI, conducted comparative analyses of AI regulatory frameworks across different jurisdictions, and provided direct input to the European Commission, particularly DG Competition, on the implications of generative AI and the AI Act in relation to competition law.

 **UNDP** – GLOBAL

BOARD OF ADVISORS – 01/01/2025 – CURRENT

As a member of the newly formed Advisory Board on Blockchain for the UNDP, I am committed to helping shape the strategic direction of blockchain initiatives within the United Nations. The board focuses on harnessing blockchain technology to address global challenges, particularly in the areas of impact entrepreneurship and sustainable development. My role involves collaborating with a diverse group of industry experts to provide insights, guidance, and support to ensure blockchain solutions are deployed effectively for social good. I am excited to contribute to the advancement of blockchain and its potential to drive meaningful change worldwide.

 **BLOCKCHAIN FOR GOOD ALLIANCE** – GLOBAL

BOARD OF ADVISORS – 03/01/2025 – CURRENT

As an advisor to the Blockchain for Good Alliance (BGA), I am proud to contribute my expertise in blockchain technology, sustainable finance, and social impact. Alongside other industry leaders, we support the BGA in selecting top project for our incubation program and later on provide them with guidance, strategic insights, and industry connections. These projects gain direct access to a diverse network of advisors, empowering them to turn innovative blockchain solutions into impactful, real-world applications. Together, we are helping to drive the future of blockchain for good.

EXPERT ADVISOR – 12/01/2024 – CURRENT

Provide legal and technical input on risk management, transparency and compliance mechanisms for GPAI systems.

🏢 THINKBLOCKTANK – LUXEMBOURG, LUXEMBOURG

MEMBER OF THE BOARD OF DIRECTORS – 01/01/2024 – CURRENT

- 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.

🏢 INATBA – BRUSSELS, BELGIUM

MEMBER OF THE BOARD OF DIRECTORS – 01/01/2023 – 04/2025

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.



INDEPENDENT CONSULTANT – 01/01/2018 – CURRENT

- **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.

🏢 VALIDVENT – BERLIN, GERMANY

DIRECTOR – 01/2024 – 08/15/2024

- **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.

🏢 IOTA – BERLIN

SENIOR REGULATORY AFFAIRS EXPERT – 11/01/2018 – 12/31/2023

- **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.

 **EUBOF/ BUILD.5/ GBBC** – REMORE / BERLIN , GERMANY

ADVISORY BOARD MEMBER /MEMBER OF THE EXPERT PANEL / AMBASSADOR –
01/01/2023 – 01/01/2024

- **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

 **INATBA** – BRUSSELS , BELGIUM

CO-CHAIR OF THE SOCIAL IMPACT AND SUSTAINABILITY WORKING GROUP – 06/01/2021 – CURRENT

- 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.

 **MADAMI** – BERLIN, GERMANY

DIRECTOR OF OPERATIONS AND COMPLIANCE – 02/01/2017 – 03/30/2022

- **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.

 **FAIR PHOTO AGENCY** – BERLIN, GERMANY

SENIOR PROJECT MANAGER – 03/01/2018 – 03/30/2019

- **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.

 **TERRE DES HOMMES** – BOGOTÁ, COLOMBIA

LEGAL EXPERT – 11/01/2013 – 11/30/2016

- **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.

 **INTERNATIONAL CRIMINAL LAW DEPARTMENT- ROSARIO UNIVERSITY** – BOGOTÁ, COLOMBIA

LEGAL RESEARCHER – 02/01/2011 – 10/31/2011

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.

 **ICBF /COLOMBIAN GOVERNMENT** – BOGOTÁ, COLOMBIA

LEGAL ADVISOR – 05/01/2015 – 12/31/2015

- **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**

01/01/2024 – CURRENT

Blockchain and AI Task Force

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/>

Leading BC100+

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>

● **EDUCATION AND TRAINING**

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

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

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_hmhiR3sxx0Kf51ThwaApg_EALw_wcB

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

EXECUTIVE MASTER IN PUBLIC ADMINISTRATION - CONCENTRATION ON DIGITALIZATION Hertie School

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

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

SPECIALIZATION IN HUMAN RIGHTS AND HUMANITARIAN LAW Externado University

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

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

2022 – 2022
CIRCULAR ECONOMY AND THE 2030 AGENDA United Nations System Staff College (UNSSC)

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

2022 – 2022
INTERNATIONAL POLICY FRAMEWORKS FOR SUSTAINABLE DEVELOPMENT United Nations System Staff College (UNSSC)

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

2022 – 2022
DLT TALENTS Frankfurt School

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

2021 – 2021
COMMUNICATION SKILLS FOR DIALOGUING ACROSS DIFFERENCE EDX- CatalystX

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

2021 – 2021
UNCONSCIOUS BIAS: FROM AWARENESS TO ACTION EDX- CatalystX

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

● **LANGUAGE SKILLS**

Mother tongue(s): **SPANISH**
Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C1	C1	C1	C1	C1
GERMAN	B1	B1	A2	B1	A2
FRENCH	B1	B1	A2	A2	A1

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

● **HONOURS AND AWARDS**

02/2025
Award for Women in Crypto, Blockchain and Web3 – Association for Women in Crypto

The award I received, the AWIC France x Société Générale - FORGE Award for Women Contributing to the Web3 Space, was presented during the launch of the AWIC France Chapter. It recognizes the contributions of women in the Web3, blockchain, and crypto industries, honoring those who have played a key role in driving innovation and inclusivity within this rapidly growing space.

11/11/2024
Public Welfare Contribution Award – Blockchain For Good Association

Write here the description...The Public Welfare Contribution Award was designed to honor individuals outside the BGA network who have made a meaningful social impact using blockchain technology.

Link https://www.linkedin.com/posts/mariana-de-la-roche-es_im-super-happy-to-share-that-i-was-awarded-activity-7261896581900091393-rEqw?utm_source=share&utm_medium=member_desktop

10/2024

Most Inspirational Women in Web3 and AI 2024 – Unstoppable Women

Write here the description...

Link https://www.linkedin.com/posts/mariana-de-la-roche-es_web3-ai-activity-7254136860099178497-_tHR?utm_source=share&utm_medium=member_desktop

11/17/2023

Innovations Award 2023 for my contributions to the field of Emerging Tech and Blockchain – AIBC

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

01/31/2023

Special Award for leading INATBA members – INATBA

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

04/01/2012

Degree of academic excellence awarded by the Rosario University – Rosario University

09/11/2011

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

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

PUBLICATIONS

2024

[Blockchain and AI Convergence Report](#)

2024

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

de la Roche, et al

2023

[Mapping Latinoametica Impact Initiatives for Sustainability](#)

de la Roche, et al

2023

[Understanding Staking: A Structured Taxonomy of Staking Mechanisms](#)

de la Roche; Voloder

2023

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

de la Roche, et al.

2023

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

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

Voloder, et al

2023

Navigating the Blockchain Landscape, Efforts to Demystify Distributed Ledger

de la Roche, et al

2023

Impact of Distributed Ledger Technology on Supply Chain Sustainability

de la Roche, et al

2023

Bridging the gap between technology and regulation with dialogue

de la Roche, et al

2023

DeFi Horizons: Convergence of Regulators, Industry, and Academia

de la Roche, et al

2023

Overview of Blockchain for Climate Action and Sustainability

de la Roche, Astazi, et al

2022

Tokenization of Assets and Blockchain

de la Roche, et al

2022

Tracking Ethical Blockchain Via Sustainable Development Goals

de la Roche

2022

Social Impact Model for Small and Medium-Size Blockchain Projects

de la Roche, et al

2022

Unified Definition of Social Impact For the Blockchain Sector

de la Roche, et al

2021

How to unlock international trade with distributed ledger technology:

de la Roche, et al

2021

Blockchain and the Climate Adaptation Imperative

Greplova, et al

2021

Blockchain for Social Impact report

de la Roche, et al

● SOCIAL & POLITICAL ACTIVITIES

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

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

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

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.

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

Joint reply ACPR consultation

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)

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/>

● **SKILLS**

Microsoft Office | Microsoft Powerpoint | Microsoft Excel | Microsoft Word