


## Technology is no longer the constraint. Legacy business design is.

AI changes what humans are for within the enterprise: execution scales through machines; humans create advantage through judgement, integration, and decisive choice.

We work directly with executive teams to re-architect operating models, so strategy becomes executable, and AI investment converts to sustained performance.

## What we do

for detail on each, click here: 

Morichella Associates is engaged when organisations need senior, hands-on leadership to move AI-enabled enterprise change forward with confidence. We intervene at the level where the operating model, organisation and governance determine whether the strategy becomes executable.

### Enterprise Operating Model Design

Configure assets, capabilities and structure for coherent enterprise execution across functions and geographies.

### Human–AI Organisation Design

Redesign decision authority, governance and teams so humans and AI operate as one integrated system.


### Global Business Services & Enterprise Platforms

Position GBS and shared services as the structural backbone for AI-enabled enterprise execution.

### Transformation Leadership & Delivery

Provide embedded senior design authority to align executives and sustain structural change.

## How we work

for frequently asked questions, click here: 

### → Embedded, senior partnership

We operate alongside executive teams where enterprise structure is defined; partners in design, not distant advisors.

### → Outcome-focused, not method-driven

We design for tangible enterprise outcomes, not theoretical frameworks or prolonged engagements.

### → Structured for self-sufficiency

We redesign for clarity and action, enabling leaders to operate with confidence long after we step back.

**We work with senior leaders in complex, multi-entity enterprises facing structural AI-driven change. Our clients value executive-level design authority, operational credibility and decisive progress.**

## Who we are

Morichella Associates exists to work alongside senior leaders during moments of material change. We are deliberate in how we engage, how we think and how we leave organisations stronger than we found them.

### Our principles

#### Enterprise change is a business discipline

Like finance, product or operations—it requires experience, rigour and judgement, not improvisation.

#### Vision and strategy need form to become actionable

Without coherent enterprise design, strategic intent fragments into siloed activity.

#### Design and planning rigour increases execution speed

Urgency does not create pace; rigour does. When problems are framed well and decisions are made early, execution accelerates.


#### Change cannot be outsourced

External expertise adds challenge and perspective, but ownership must remain inside the organisation.

#### Capability build over dependency

The aim is not prolonged involvement, but lasting confidence, judgement and ownership within the organisation.

Jeff Vander Linden, Managing Director

for full profile, click here: 

Enterprise transformation leader working with business leaders and executive teams at moments of material change. Thirty years of experience across start-ups, scale-ups and large multinational organisations, spanning Europe, North America, East Asia, South Asia and Africa. Focused on the translation of strategic ambition into coherent enterprise design and disciplined execution, particularly where AI-enabled change is reshaping operating models.

## Other Associates

We are trusted change leaders and specialist firms, chosen for our ability to operate within client organisations, apply rigour under pressure, and avoid creating dependency. They are not a bench or a loose network; they are engaged selectively where additional capability is required, and we expand the group only where judgement, approach and values align.

## Perspectives

for the complete library, click here: 

Focused guidance for executives navigating the AI era — practical briefings across all four domains in our scope. A selection is shown below; the complete library is at [morichella.com/perspectives](http://morichella.com/perspectives).

### Enterprise Operating Model Design



#### The AI-enabled enterprise

*How much does the enterprise really need to change?*



#### Enterprise design in the AI era

*What actually changes, what doesn't*

### Human–AI Organisation Design



#### Centaur at scale

*Building high-performance human–AI teams*



#### The human side of human–AI teams

*Disciplines required for high-performance collaboration*

### Global Business Services & Enterprise Platforms



#### From services to spine

*How GBS becomes the backbone of the intelligent enterprise*



#### Agentic-led GBS: the future enterprise platform

*The operating model for an AI-first delivery environment*

### Transformation Leadership & Delivery



#### Speed by design

*Governance and the architecture of AI transformation*



#### The Discipline of Structural Change

*Why transformations stall before they can scale*

## Start a conversation

If you are navigating complex AI-enabled enterprise change and would value an experienced, outside perspective, we welcome a conversation. The first discussion is informal and focused on understanding context, not selling solutions. All enquiries are treated with discretion.

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