

24 JULY, 2025

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**Nikola Velev**

IS RECOGNIZED FOR

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**INNOVATION**

Landing Page Taxonomy Solution  
Design Innovation

by Lauren Weber

Inspire

**DELL**Technologies

RECIPIENT NAME	Nikola Velev
NOMINATOR	Lauren Weber
AWARD TYPE	Bravo
AWARD REASON	Innovation
AWARD TITLE	Landing Page Taxonomy Solution Design Innovation
DATE	24 July, 2025

# BGN 90

## AWARD MESSAGE

Sevi and Nik have been a critical piece for the CMX content team to move forward in a solution for integrating our Landing Page taxonomy in Pool Party and our Content Studio CMS. The team has been significantly blocked with API integration for quite some time. Sevi and Nick came onto the project and in just a few short weeks managed to gain incredible understanding of our current lacking and complex processes. They were able to gather all requirements and help define the end goals from interviewing multiple stakeholder groups. Working with a very accelerated timeline, they have proposed a solution that is both innovative and elegant using automated taxonomy data, effectively reducing the chance for user error and incomplete content metadata.

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