

PROFILE

Operations leader, **7+ years** running customer-facing and vendor-run operations for mobility and marketplace platforms across **North America and LATAM**. I rebuild the system underneath teams that are missing target: evaluation rubrics, coaching cadence, KPI/OKR frameworks, root-cause analysis and process redesign. Bilingual EN/ES, SQL and BI literate.

AI & AUTOMATION

- Built and operate a **local-first AI operations stack** (local LLM inference, Model Context Protocol servers, scheduled agents) automating research, reporting and document generation.
- Shipped internal tools end to end in Python / JavaScript: a CRM, an application-tracking dashboard, a driving-behavior scoring app.

EDUCATION

Bachelor of Economics
UNAM, Universidad Nacional Autónoma de México · 2019–2023

Electrical & Electronics Eng.
IPN · coursework, part-time · 2018–present

CERTIFICATIONS

Applied AI — Anthropic, 2026 (12)
Teaching the AI Fluency Framework · AI Capabilities & Limitations · Agent Skills · Model Context Protocol · Claude Code 101 · +7 more

Compliance
ISO 37301: Compliance Management Systems, 2026

LANGUAGES

Spanish **native**
English **C1+ full professional**
Portuguese basic

TOOLS & PLATFORMS

Zendesk · Salesforce · JIRA · Slack · Looker · Tableau · Power BI · SQL · Advanced Excel · Google Workspace · CRM Systems · Meta / Google Ads · Claude · ChatGPT · Python

SCAN TO SAVE MY CONTACT

CURRICULUM · 2026 — MEXICO CITY

Juan Carlos
Fernández-Varela Gómez

Operations Manager · CX, Vendor & Support Operations | AI-Enabled Process Design

Mexico City · remote-ready, US & Canada time zones · teams of 35–50+ across 8 markets · bilingual EN/ES

+27 pts CSAT: 62% → sustained 89–91%	**13–14K** tickets/month at or above SLA	**–15%** concession cost, root-cause driven
100%+ over driver acquisition target	**+43%** logistics efficiency (IKEA hubs)	**0% → 97%** paperless on digital contracts

RELEVANT EXPERIENCE

lyft MOBILITY / MARKETPLACE · MEXICO CITY (HYBRID)

Vendor Lead — Healthcare & Business Support, CX Operations

Feb 2025 – Apr 2026 · started as Team Lead, Emerging Business

- Owned end-to-end CX operations for a **35-agent, 24/7 bilingual team** across two IBEX BPO sites (Pittsburgh, USA and the Philippines), serving the **US, Mexico and Canada**, with full ownership of SLA compliance.
- Managed a **leadership layer of 5 direct reports**: an Operations Manager, 2 shift supervisors (AM/PM) and 2 SMEs. Promoted a Team Lead to Manager.
- Organized **onboarding material and ongoing training**, plus the **continuous improvement** process.
- Lifted **CSAT from 62% to a sustained 89–91% (+27 points)** by rebuilding evaluation rubrics, coaching cycles and agent feedback systems.
- Managed a **13,000–14,000 ticket monthly queue** with resolution rate, first response time and time-to-contact at or above target every cycle. Cut **concession costs 15%** through root-cause analysis and process redesign.
- **Lyft HQ liaison**: daily, weekly and monthly business reviews, translating driver insights into operational playbooks and governance frameworks adopted across the account.

inDrive RIDE-HAILING · MEXICO & CENTRAL AMERICA

Supervisor, Special Branches — Driver & Courier Acquisition

May 2023 – Nov 2024

- Led a **50+ person cross-functional acquisition organization across 8 markets** (CDMX, Edomex, Puebla, Tampico, Guadalajara, Guatemala, Jamaica) through **4 concurrent supervisors**, **exceeding recruiting targets by 100%+** at a **33% activation conversion rate**.
- Led a **B2B strategic partnership with IKEA**, establishing delivery hubs in CDMX and Puebla: **+43% logistics efficiency** and **10% of total app order volume**.
- Designed the KPI/OKR framework (NPS, activations, conversions) and the executive dashboards behind it; the org delivered **112% of goal**.
- Reduced **Driver Acquisition Cost ~30%** via Meta Ads, Google Ads, offline field recruitment and Slack workflow automation. Built incentive programs and a supply-quality-first onboarding framework **adopted by Business Development and Product**.

verizon TELECOM · MEXICO CITY (ON-SITE)

Supervisor, Service Enhancement — Live Chat Operations

Dec 2022 – May 2023

- Supervised **real-time chat support operations** on a live consumer telecom queue, monitoring CSAT, productivity and resolution metrics as they happened and coaching agents mid-shift to hold **SLA compliance**.

KAVAK MARKETPLACE / E-COMMERCE · MEXICO CITY (ON-SITE)

Experience Manager, Back Office — Customer Journey & Digital

Aug 2021 – Jul 2022 · started as Operations Sales Associate

- Led the end-to-end redesign of the **digital contracts customer journey, driving paperless adoption from 0% to 97%** across the operation.
- Built metrics dashboards surfacing CX pain points and process gaps, feeding the flows integrated into the **Kavak app**. **People's Choice Award — MVP, January 2022**.

Earlier: Government of Mexico City, Urban Projects Coordinator (2020–21) · **HSBC**, Executive Premium & Advance Engagement (2019–20) · **BanCoppel**, Account & Sales Executive (2018–19) · Universidad CNCI, Sales & Student Services (2015–16). 4 LinkedIn recommendations, two from former direct reports.