

ISRAEL AVILA

Learning & Development | Strategic Leadership & Culture Driver

Email: israel.coachpersonal@gmail.com | Phone: +52 (664) 628 7250

Professional Profile

Strategic L&D leader with over 20 years of experience driving organizational performance through human capital development. Expert in building high-performing teams in high-volume call center environments. Analytical mindset driven to integrate technology, AI, and data analytics to optimize performance and ROI. Proven track record in scaling operations, leading change management, and managing high-stake projects for global clients.

Executive Summary of Core Competencies

Strategic Mindset

- **Strategic Planning:** Facilitated "Director Retreats" and led the first strategic planning exercises for C-Suite teams, establishing long-term vision, priorities and KPIs. Served as OD team member in Coca-Cola's strategic planning.
- **Organizational Transformation:** Orchestrated the restructuring of L&D and OD departments, achieving a 27% payroll cost reduction without headcount loss and maintaining service levels.
- **Change Management:** led and supported organizational changes in several projects. Key player of the change management team in the transition for SAP, META4, Mi Kiosko ensuring a well-informed companywide adoption.
- **Operational Training ROI:** Identified inefficiencies in the "Training Lab" onboarding model, resulting in over 30% savings in operational costs.

People Leadership | Training & Development

- **Leadership Development:** Designed and delivered remote management development programs (5/5 satisfaction rate) covering communication, emotional intelligence, conflict resolution, strategic thinking, organizational impact.
- **Coaching & Mentoring:** Provided mentoring and structured coaching to supervisors and managers, equipping them with tools for handling critical situations and conflict management. Supported and developed team members thru structured feedback, performance reviews and coaching to enhance performance.
- **Interim HR Management:** Served as HR Manager (as contractor) for a call center, stabilizing core processes and achieving client satisfaction that led to a permanent role offer.
- **Complex Systems Pedagogy:** Developed a logic-based methodology for training on complex command-based systems, significantly reducing the learning curves versus memorization-based approaches.
- **Training Design & Delivery:** Created and delivered workshops, and training programs for diverse audiences (engineers, technical teams, management, sales, customer service groups and cross-functional teams) across corporate, product, systems, compliance, and soft-skill areas.
- **Remote Work Transition:** Led the migration of L&D and OD services to a work-from-home model leveraging remote tools during pandemic, maintaining engagement, culture and operational continuity.

Call Center Operations

- **Call Center Leadership Experience:** 14 years managing teams, projects, KPIs, performance, talent development, client implementations and operations support to drive company goals in call center environments.
- **Compliance & Standards:** Led training documentation and culture reinforcement for Coca-Cola Enterprise certifications and ISO 9000 standards. Supervised the creation and monitored completion of asynchronous trainings for Security Awareness and PCI compliance.
- **Multidisciplinary Oversight:** Simultaneously managed Training, Organizational Development, and Internal Communication departments, aligning initiatives, budgets, and performance with company goals.

Technology & Innovation

- **Digital Proficiency:** Rapid adoption of enterprise and customer systems (web based, code-based platforms) to train employees, create reports, and leverage data for performance coaching and feedback.

- **AI Specialization:** Served as an AI Writing Evaluator for LLM training projects, in order to better leverage AI tools, by gaining hands-on understanding of the model training process, evaluation rubrics and performance criteria.
- **Training tools and data:** Analytical approach to training tools, performance data, and reporting sources. Guided clients to recommended LMS and IA tools to improve or automate training and monitoring processes.

Business & Financial Acumen

- **Profitability & Scale:** Led a call center operation to achieve 20% YoY gross profit growth for four consecutive years and realized a 3.7% increase in enterprise account utility.
- **High-Stake Account Management:** Managed a strategic global portfolio valued at \$10M USD annually (Toyota, Samsung, Honeywell, Carl Zeiss, Mattel), ensuring service continuity and client satisfaction.
- **Revenue Generation:** Built a client portfolio from zero to \$950K MXN annually and negotiated strategic agreements for major live events and commercial partnerships.
- **Budget & Compensation Management:** Managed departmental budgets, team payroll, cost analysis proposals, bonus structures and commission calculations.

Technical & Strategic Toolbox

- **L&D Strategy:** Training needs analysis (TNA), 360° feedback, leadership pipelines, succession planning.
- **L&D Tools:** Synchronous and asynchronous tools (Teams, Zoom, web-based learning, WordPress), LMS environments (evaluation, structure, and adoption), AI tools leverage, certified in online training program design (EC0366).
- **Operations:** Team management and development, operations support mindset, KPI alignment, quality assurance (ISO 9000 context, Coca-Cola system, PCI, security awareness)