

ISRAEL AVILA

Learning & Development | Call Center Operations | Leadership Development

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Professional Summary

Strategic L&D leader with over 20 years of experience driving organizational performance through human capital development and aligning strategies with business objectives. Expert in building high-performing teams in call center environments with an analytical mindset focused on integrating technology and data analytics to optimize performance and ROI. Proven track record in scaling operations, leading change management, and developing leadership pipelines for global organizations.

Core Competencies

L&D Strategy • Call Center Operations • Organizational Culture • Leadership Coaching & Development • On-Site and Virtual Facilitation • Change Management • Data Analysis & Reporting • Performance Metrics & KPIs • Instructional Design • Talent Assessment • Project Management • Budget Optimization • Cross-functional Collaboration • Client & Tool Implementations

Professional Experience

Training, OD & Communication Manager | Training Supervisor | Org Development Specialist |

Call Center Services International

(Call center shelter & outsourcing provider for US companies)

2019 – 2024 | Tijuana, Guadalajara, and CDMX

- Led corporate L&D, Organizational Development, and internal communication initiatives across multiple sites.
- Designed and implemented the company's Leadership Academy, achieving a 4.8/5 participant satisfaction rate.
- Launched the first online management course, achieving 5/5 participant ratings.
- Reduced payroll costs by 27% without layoffs through a client-focused strategy to meet financial organizational goals.
- Identified inefficiencies in the onboarding "Training Lab" program, resulting in over 30% savings in training costs.
- Led the transition to remote work during COVID-19, maintaining the continuity of OD and training programs.
- Conducted talent assessments, coaching programs, and development initiatives for supervisors and managers.
- Partnered with operations leaders to align training & OD initiatives with business needs and performance targets.
- Supported new client implementations as a key member of the implementation team.
- Organized company Directors' retreats and guided the company's first strategic planning process.

Outbound Sales Department Sr Manager | St. John Healthcare

(In-house outbound call center for healthcare industry consumable sales)

2006 – 2010 | Tijuana, Mexico - Valencia CA, US

- Managed outbound sales operations, growing the team from 8 to 60 employees.
- Delivered 20% year-over-year gross profit growth for four consecutive years.
- Oversaw a sales portfolio averaging \$370K USD in monthly gross profit.
- Built the training architecture from scratch, ensuring alignment between instructional design and KPIs.
- Delivered and supervised comprehensive 8-week onboarding program, successfully preparing account executives with no prior healthcare or technical background (covering complex code-based ERP, script, sales, customer service and product).
- Developed a 1-on-1 feedback system using custom rubrics to measure and improve agent performance during training.
- Built an operations KPI/Quality tracking tool later adopted company-wide across U.S. and Mexico operations.
- Conducted ongoing training, coaching, and PIPs focused on performance enhancement and goal attainment.
- Developed an internal leadership pipeline through structured promotions and coaching.
- Created recognition and motivation programs that led to low turnover and high engagement.

Organizational Development Corporate Lead | SENSEA

(Coca-Cola bottling group corporate office with three production plants)

2003 – 2006 | Tijuana, BC - Cd Cuauhtemoc, Chihuahua – Los Mochis, Sinaloa

- Supported department creation and supervised corporate OD initiatives across three production facilities.
- Participated in strategic planning at the group level for HR and organizational development initiatives.
- Played a key role in change management during SAP and META4 implementations, and Coca-Cola Enterprise certification.
- Oversaw the implementation of OD programs, including performance management, succession planning, climate surveys, focus groups, internal communications, executive presentations, and 360° Feedback evaluation for Senior Management.

Training & Development Manager | Telvista

(Call center outsourcing provider for US and Mexico based clients)

1999 – 2003 | Tijuana, Mexico

- Managed trainers, budgets, and program delivery across multiple campaigns.
- Delivered high-volume agent training across multiple client accounts.
- Responsible for trainer development and training delivery, ensuring consistent quality and performance.
- Implemented certification programs for clients including Avianca-Taca, Mexicana Airlines, and Best Buy.
- Supported implementation of major clients including airlines, telecom, and retail brands.
- Collaborated with operations to ensure training alignment with client standards and expectations.
- Collaborated with other departments to support and address operational needs.
- Developed expertise in training professionals on complex systems and challenging technical platforms.

Professional Trainer, Coach & Consultant

2015 – 2019 | Present | Tijuana, Mexico

- Contractor for a Personal Injury Law Firm, reporting directly to the Owner and Director of Operations. Currently developing and delivering an online and interactive Managers Leadership Development Program, establishing L&D KPIs and department utilization analysis to maximize department efficiency.
- Designed and delivered tailored training programs in Leadership, Customer Service, Sales and Soft Skills for organizations including Canacintra, Grupo Lala, Paquete Express, Ekonnnect Call Center, among others, and diverse audiences (engineers, technical teams, lawyers, management, sales, customer service groups).
- Provided 1-on-1 coaching for managers and directors at Command Center and Abbey Court Galleries.
- Managed a global portfolio valued at \$10M USD annually for Fortune 500 clients (Toyota, Samsung, Medtronic), focusing on strategic retention and problem resolution.
- Consultancy for a Solar Energy Call Center with sales team growth, recruitment, coaching, and VICIdial reporting.
- Served as HR Manager as contractor for a Call Center leading to a permanent job offer.
- Designed and delivered a 10-module middle management development program for leaders of diverse companies.
- Provided HR, process, and structure consulting for growing call center and technology companies.
- Developed proprietary frameworks: Personal MAP Method for goal alignment and execution and Business MAP for organizational culture and strategic planning foundations

Education and Certifications

- Bachelor's Degree in Communication | Universidad Autonoma de Baja California (UABC).
- Competency Standard EC0366 Certification– Online Training Programs Design.
- Coaching Certification (11-month program).
- How to Excel at Managing and Supervising People.
- The Dale Carnegie Course.
- Sales & Marketing Strategies Certificate and Organizational Communication Administration Certificate.

Technical Skills & Platforms

Microsoft Office Suite, WordPress, Camtasia, Audacity, OBS Studio, Canva, Zoom, Microsoft Teams, LMS, CRM, ERP, AI tools (Chat GPT, Claude, Gemini, NotebookLM, ElevenLabs, Perplexity, familiarity with automation tools like Make).