



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

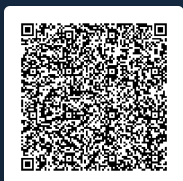
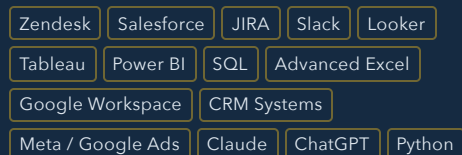
LANGUAGES

Spanish **native**

English **C1+ full professional**

Portuguese basic

TOOLS & PLATFORMS



SCAN TO SAVE MY CONTACT

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%

100%+

over driver acquisition target

13-14K

tickets/month at or above SLA

+43%

logistics efficiency (IKEA hubs)

-15%

concession cost, root-cause driven

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.
- 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), **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** 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.