



Ricardo Arturo Alonso Fernandez



EDUCATION & CERTIFICATIONS

AI Google Essentials Specialist - United States, 04/2025

Master Coach Certified: Executive Development
International Coach Federation - United States, 06/2025

Human Development Master: Psychology/Education
Universidad Iberoamericana - Mexico, 12/2018

International Trainer: Training
International Coaching Community - London, 08/2015

Business Management: Business Management
Universidad de las Americas Puebla - San Andrés Cholula, PUE, 12/2010

Executive, Neuro-semantic, and team Coach certified.
Impel (ICF) – Mexico City 2011/2015/2015.



PROFESSIONAL EXPERIENCE

Divisional OD & Learning Program Manager Impel Consultancy - Mexico City
10/2018 - Actual

- o Direct the academic of UVM For Business being a key player in design content programs for corporate & universities.
- o Successfully led daily operational aspects of more than 70 annual programs.
- o Key leadership role in the Academy for business to ensure learning and development needs and development programs in 5 main industries.
- o Lead a team for company business and projects success.
- o Train call centers people in 6 different countries to ensure customer satisfaction (sales & service) aligned with customers goals in Spanish speaking and workbook written in Portuguese. Communicate with headquarters in Spain, Mexico, and Brazil.
- o Culture Design Model: DNC, 360° and disc diagnosis, work environment and culture for companies with between 450 - 2500 employees & feedback with DC-3 document.
- o Monitor and evaluate learning process, report to stakeholders and team management.
- o Learning Management System (LMS): MOODLE, forward, Blackboard, Articulate 360.
- o Manages \$1.5 million L&D budget and a team of L&D specialists, operations, and Analysts
- o Deliver ICF certification Coaching program to midsize and large groups in Mexico, Ecuador, and Colombia. Report to headquarters in London and Argentina.

- 2019-20 Mentor Team Coach in Customer Experience for FORD Motor Company
- o Member of the Global round table representing Mexico from 20 countries.
- o Supervisor of the Customer Experience Program execution in over 40 locations across the country. Review and adjust training program. Use of Medallia CRM for diagnosis and data analysis.

Organizational Development Manager siete | media - Mexico City
08/2015 - 10/2018

- o Execute and deliver OD and change management strategies, processes, and interventions that support the team. Talk with management to identify specific work situations requiring employees to better understand changes in policies, procedures, regulations & process.
- o Impact in rotation, equality and satisfaction rate.
- o Design and facilitate in-house events (e.g., workshops, away days) as required.
- o Identify opportunities for performance improvement through, for example, undertaking internal diagnosis, process/system reviews to understand barriers and possible solutions.
- o Development and implementation the Onboarding Program process in 3 faces.
- o Collaborate with interview recruitment process with "9 boxes" model selection and performance.

Organizational Development Coordinator Siete/Media Digital - Mexico City 01/2013
Administrative analyst Impel Consultancy - Mexico City 07/2011

CONTACTO



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RESUMEN PROFESIONAL

Professional with over 12+ years in organizational development, trainer, team coaching for strategic development & business operations process.



SKILLS

Communication
Decision Making
Emotional Intelligence
Organization Planning
Program Strategy
Leadership
Sales/Service KPIs
Problem Solving
Listening



MANAGE PROJECTS FOR

Banorte, citibanamex
y Scotiabank

Ford Motor Company

Vivaaerobus

Eli-Lilly México

Fisher&Paykel

Beck Group

Banjercito