

Fernando Sanchez-Rodriguez

Digital Transformation & Innovation | AI-Enabled Operations | Design Thinking | Cross-Functional Leadership

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EXECUTIVE SUMMARY

Operations and innovation leader with 25+ years of experience driving transformation in manufacturing, IT, education, and services.

A background in industrial design combined with hands-on operations management brings a rare mix of systems thinking, analytical discipline, and user-centered execution.

Delivered results in complex environments: +30% revenue growth, +15 NPS points, and -50% IT response time reduction. I've built cross-functional teams, implemented KPI-driven management models, and integrated digital tools and AI into workflows.

Currently expanding expertise in AI, data analytics, and UX design through Google Career Certificates, aiming to apply these skills in digital transformation roles. Advised on business transformation, digital education, and AI integration.

Seeking operational leadership, digital transformation, or innovation consulting roles across the EU (remote/hybrid), leveraging extensive experience in AI integration and cross-functional team leadership.

PROFESSIONAL EXPERIENCE

AZURIT Seniorencentrum – *Pflegehilfskraft (Nursing Assistant)*

February 2023 – Present | Germany

- Transitional role taken during professional relocation to Germany.
- Reinforced high-stakes decision-making, empathy under pressure, and direct people responsibility — skills that translate directly into team leadership and change management contexts.

Teleperformance Portugal – *Web Product Implementation Specialist (Google)*

July 2022 – January 2023 | Lisbon, Portugal

- Supported EMEA clients in a structured, KPI-driven environment on behalf of Google.
- Mentored new hires and contributed to the onboarding process optimization.
- Strengthened operational discipline and cross-team collaboration in a high-volume, multilingual setting.

Uriarte Talavera (Premium Ceramics) – *Manufacturing & Sales Manager*

April 2012 – June 2019 | Puebla, Mexico

- Led end-to-end production operations across all ceramic lines, managing a team of 70, including supervisors and operators.
- Achieved +30% revenue growth through international sales development and client base expansion (+20%).
- +15 NPS points via the implementation of 5S methodology and a dedicated Quality Assurance function

- -20% production lead times and +15% operational efficiency through KPI-driven process optimization
- Deployed real-time operational dashboards for production control and decision-making.
- Established cross-functional coordination between production, logistics, and quality teams.

Universidad Popular Autónoma del Estado de Puebla (UPAEP) – *Professor in Digital Teaching Tools (parallel appointment) | August 2008 – May 2022 | Puebla, México*

- Trained 1,000+ students in digital platforms and collaborative tools over 14 years, significantly enhancing digital literacy and collaborative skills in educational settings.
- Achieved course completion rates of 90% or higher through structured, interactive methodologies.
- Developed capability-building frameworks applicable to corporate training and organizational change contexts.

ISSSTE (Institute for Social Security & Services for Mexican State Workers) – *IT Operations Manager*

July 1995 – December 2011 | Puebla, Mexico

- Led cross-functional teams of 25+ staff across 38 facilities, ensuring operational continuity at an institutional scale.
- Standardized processes and reduced IT service response times by 50% through training programs and workflow optimization.

EDUCATION

- Industrial Design Degree - UNAM, Mexico (1989 - 1994)
- Strategic Marketing Diploma - UIA, Mexico (1998)
- Computer Systems Management Diploma - BUAP, Mexico (2004)
- Cross-Cultural Management Diploma - Ministry of Culture, Mexico (2017 - 2018)

Certifications

- Data Analytics | UX Design | Artificial Intelligence | Business Intelligence - Google Career Certificates (2023 - 2025)

CORE COMPETENCIES

Digital Transformation & Innovation · AI & Data-Driven Decision Making · Operations & Process Optimization (Lean / 5S) · KPI Design & Performance Management · Change Management & Organizational Development · Cross-functional Team Leadership · International Business Development · Training & Capability Building · Enterprise Technology Integration · Design Thinking Applied to Strategy

LANGUAGES

Spanish — Native

English — Professional Working Proficiency (C1)

German — Conversational (B1, actively improving)