

## **Gisella Távara**

Lima, Perú

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### **Summary**

Passionate, committed and customer-focused, with thirteen years of experience in companies related to Telecommunications, Financial and Health sectors. Seeking excellence through continuous improvement, paying attention to the details that make real changes. With a successful track record of executing projects in Marketing and Customer areas to drive customer satisfaction. Through a collaborative approach, I encourage the search for more effective solutions with team members and stakeholders. Computer engineer.

### **Skills**

- Expert in Customer Focus Process Design
- Expert in Customer Loyalty Campaigns
- Customer Data Management
- Project Management
- Management and Negotiation with Suppliers
- Customer Service improvements
- Communication and presentation skills
- Advanced English
- French Beginner

### **Work experience**

#### **PACIFICO S.A. HEALTHCARE PROVIDER (RED DE CLINICAS SANNA)**

The most important private network of clinics in Perú, which provides integrated health services, in collaboration with Johns Hopkins Medicine International, international division of a great world leader in medicine and health. Website: [www.sanna.pe](http://www.sanna.pe)

#### **2013 – 2015 Deputy Manager of IT Architecture and Quality**

- I led the SANA brand launch project in terms of communication and deployment of the integrated concept of the associated clinics.
- I led the Joint Commission accreditation process, patient care quality chapter.
- I managed the improvement of the patient care process through the electronic medical record implementation.
- I developed the corporate control panel unifying definitions and consolidating information from all the clinics. These indicators were presented in the monthly corporate committees for decision making.

## **EL PACIFICO PERUANO SUIZA CIA DE SEGUROS Y REASEGUROS**

Leading company in the Peruvian insurance market. It is part of the Credicorp group, the largest financial holding company of Perú with more than 5,000 professionals. Website: [pacifico.com.pe](http://pacifico.com.pe)

### **2010 - 2013 Customer management deputy manager**

- I implemented the customer loyalty plan through digital media: welcome email, collection, special dates, achieving delivery levels of up to 96% and effective reading rates above 35%.
- I implemented the customer's website, improving their experience. Six services were implemented, as a result, I managed to triple the level of monthly visits, from 2,000 to 7,000 (+250 p.p)
- I led the improvement in the customer's collection process, achieving an effective collection level of 80 per cent. (+30 p.p)
- I implemented the corporate website with customer focus
  - Integration of the single customer database as part of the unification of the general and life insurance businesses.

### **2007- 2010 Relational marketing manager.**

- Creation of the single customer database, to feed analytical processes and segmentation, being responsible for the quality of information received through all contact points, achieving a 98 percent of quality information.
- I implemented loyalty initiatives and information capture through digital media, achieving participation levels of 20 percent based on company data.
- I led the training plan for the sales force and the contact centre with focus on the capture and information centre

### **2002 – 2007 Others**

- (2004 – 2007) TEAMSOFT - IT project manager – Commercial /Marketing and operational projects.
- (2002 – 2003) PAPELERA NACIONAL - Systems analyst - Commercial and operational projects.

## **Education**

### **ESAN LIMA,PERU GRADUATE SCHOOL OF BUSINESS**

Project management specialization diploma, 2003

### **PONTIFICIA UNIVERSIDAD CATOLICA DEL PERU LIMA,PERU**

Computer Engineering, 2001