

Fernando Sanchez-Rodriguez

Digital Transformation & IT Project Management Leader | Strategy → Execution | Trilingual (ES/EN/DE)

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EXECUTIVE SUMMARY

Operations and implementation leader with 25+ years of cross-sector experience spanning public-sector IT infrastructure, enterprise BPO support for Google's EMEA/LATAM portfolio, and manufacturing production leadership. Proven track record of building systems and processes from zero—including a 370-node voice and data cabling installation, a company's first Quality Assurance department, and a multi-country technical support operation—while delivering end-user integration across culturally diverse teams in Mexico, Portugal, and Germany. Currently based in Bavaria, advancing German-language fluency and completing four Google Career Certificates to re-enter technology-adjacent operations roles in the DACH market.

CORE COMPETENCIES

Systems Implementation & Rollout | KPI-Driven Process Optimization | Multi-Country Team Coordination | Quality Assurance Frameworks | CRM & Case Management | AI-Assisted Development & Automation | Cross-Functional Training & Onboarding | Vendor & Infrastructure Management | Data-Driven Decision Dashboards

PROFESSIONAL EXPERIENCE

Healthcare Operations & Process Coordination · DACH Market Entry & Professional Development

Azurit Hansa Gruppe | February 2023 – Present | Bavaria, Germany

- Entered the German elder-care sector with no prior domain experience and sustained 3+ years of continuous full-time employment while advancing toward full German-language proficiency, coordinating daily operations, documentation, and compliance within a 3–4 person shift team supporting a 33-resident unit — applying the same process discipline built across 25+ years in IT operations, manufacturing, and quality assurance.
- Completed four Google Career Certificates (AI Essentials, Data Analytics, Business Intelligence, UX Design) concurrently with full-time shift work, sustaining technical and analytical currency throughout the transition toward enterprise digital transformation and IT project management.
- Applied AI-assisted development (Claude, ChatGPT, Gemini) to build and deploy a bilingual/trilingual personal portfolio site with a custom multilingual content architecture, and a structured career-transition tracking system — both hosted on GitHub Pages, extending Google AI Essentials certification into hands-on technical practice.

Web Product Implementation Specialist for Google

Teleperformance Portugal | July 2022 – January 2023 | Lisbon, Portugal

- Managed a high-volume Enterprise support caseload for Google's EMEA/LATAM portfolio — 179 cases, spanning 17 CMS platforms and 13 countries — closing 85 cases (47.5% solution rate) at a 7-day median resolution time.
- Redesigned and reorganized the internal support intranet for clarity and usability, cutting internal response times by approximately one-third.
- Trained and onboarded new hires on case-handling procedures in a multicultural team, maintaining process consistency and service quality.
- Carried a high WordPress case volume (117 of 179 cases, 65% of total load) and achieved a 75% solution rate on Joomla, the strongest-performing platform.

Manufacturing Manager & Commercial Development (B2B Accounts)

Uriarte Talavera (Premium Ceramics) | April 2012 – June 2019 | Puebla, Mexico

- Implemented KPI-driven supply chain optimization across a 70-person production floor, reducing production lead time by 20% and lifting overall efficiency by 15%.
- Founded the company's Quality Assurance Department from scratch, implemented 5S methodology, and authored the first "Guide for Quality Assurance on Talavera Pieces," lifting client satisfaction (NPS)

- Standardized production scheduling and material-flow monitoring, cutting average monthly order-backlog delays from 56 days to 11 days (80% reduction) and improving on-time fulfillment from 49% to 72%.
- Designed and implemented an internal website centralizing production data, enabling faster continuous-improvement decision-making plant-wide.
- Managed bespoke production for external clients including Rosewood Hotel Puebla, Pujol Restaurant, and Farca + Grappin Studio, delivering to designer specifications under production constraints.
- Grew annual sales revenue 30% over 4 years (average monthly billing up 43%, \$1.13M→\$1.62M MXN) through a marketing innovation plan covering packaging redesign and social media engagement.
- Launched a sales administration website with performance dashboards, giving commercial leadership real-time, data-driven visibility.
- Managed international accounts across the Americas and Europe and collaborated with designers like Lance Wyman on bespoke product lines.

Lecturer – Digital Tools & Technology Platforms *(parallel appointment)*

UPAEP University | *August 2008 – May 2022 | Puebla, México*

- Delivered a 14-year digital competency curriculum covering Microsoft 365 and 15+ collaboration/creative tools, achieving a completion rate above 90% across 1,000+ students.
- Developed original course materials and simulation-based learning frameworks, sustaining repeatable use across 14 years of delivery.

IT Operations Manager

ISSSTE - Mexican Federal Government | *July 1995 – December 2011 | Puebla, Mexico*

- Directed IT transformation across 38 state healthcare facilities — managing networks, systems, telecommunications, and surveillance infrastructure at delegation level.
- Led the end-to-end rollout of the ISSSTEMED Electronic Medical Record system, connecting all medical and administrative units to the national Central Office.
- Oversaw structured cabling and mapping of 370 voice and data nodes.
- Trained 120 government employees as distributed IT supporters — cutting response times by 50% through capability building and process redesign.

EDUCATION & CERTIFICATIONS

- Google Career Certificates: Artificial Intelligence · Data Analytics · Business Intelligence · UX Design
- IBM SkillsBuild — Prompt Engineering / Working with LLMs; IBM AI Fundamentals (incl. Watson Studio)
- Industrial Design — foundational training applied across design, manufacturing, and teaching roles

LANGUAGES

Spanish (Native) · English (C1, TOEFL CBT 223) · German (A2, conversational — actively developing)

TOOLS & TECHNOLOGY

- Operations & Process: KPI-driven planning, 5S, Lean/continuous improvement, SAP (Intermediate), preventive maintenance program management
- Digital & AI: Multi-model AI development (Claude, ChatGPT, Gemini, Perplexity, DeepSeek) for code generation, automation, and technical documentation; LLM prompt engineering; Google Data Analytics toolkit (Sheets, SQL, R, Tableau/Looker), Google BI toolkit (data modeling, ETL, dashboards), Google UX Design toolkit, Power BI (Functional)
- Productivity & CRM: Microsoft 365, Google Workspace, Connect Cases and other CRM systems
- Web & Platforms: WordPress, Wix, GitHub/GitHub Pages, HTML/CSS, JavaScript basics, Figma/Adobe XD (Functional), basic SEO