

WADI MARTINELLI.

Global Learning & Development · CX Operations Leader

+57 300 742 1130 · w.angelo.m.g@gmail.com · linkedin.com/in/wamg

10K+

HIRES / YEAR

50→90%

GRADUATION LIFT

21

CLIENT ACCOUNTS

45+

TEAM · 3 REGIONS

30%

LEARNING ROI

PROFILE

Learning & Development and customer experience leader with **13 years of experience**, including 8 years scaling global training operations in the BPO industry across travel, financial services, retail, healthcare, technology, and sales sectors. Currently leading community & customer support programs at **BrandBastion**, an AI-powered brand engagement company. Previously led a distributed organization of 45+ learning professionals across LATAM, APAC, and North America, delivering onboarding for 10,000+ new hires annually across 21 concurrent client accounts, raising graduation rates from 50% to 85–90% and halving 90-day attrition. Expert in **instructional design (ADDIE/SAM)**, learning analytics, LMS/LXP ecosystems, and **AI-assisted content development**. Fully bilingual in Spanish and English.

EXPERIENCE

- Project Manager — Community & Customer Support** MAR 2026 — PRESENT

BrandBastion · AI-powered social media engagement & CX · Remote

 - ▶ Lead end-to-end delivery of community management and customer support programs for global consumer brands, coordinating distributed teams across time zones.
 - ▶ Translate client objectives into operational workflows, SLAs, and quality frameworks spanning AI-assisted and human moderation.
- Independent Consultant — CS & Learning Development** OCT 2025 — FEB 2026

Freelance · Customer Success & Training/Development advisory

 - ▶ Advised client organizations on customer success operations and L&D strategy — training architecture, onboarding optimization, and AI-assisted content workflows.
- Senior Learning Manager** DEC 2021 — SEP 2025

Foundever · Global BPO, 150,000+ employees · LATAM / APAC / North America

 - ▶ Directed regional learning operations across three continents, leading **5 managers, 2 coordinators, and 40+ trainers** delivering onboarding and development at scale.
 - ▶ Coordinated end-to-end onboarding for **10,000+ new hires annually** across 21 concurrent client accounts, lifting graduation rates from 50% to a sustained 85–90%.
 - ▶ Drove double- and triple-digit percentage gains in core operational KPIs (CSAT, AHT, QA, sales conversion) by aligning training design with client performance targets.
 - ▶ Delivered **20–30% ROI** on the learning function by optimizing trainer utilization, redesigning curricula, and shifting delivery to digital and blended formats.
 - ▶ Spearheaded multi-vendor, cross-industry onboarding implementations, synchronizing learning with aggressive operational ramp-up schedules.
 - ▶ Built measurement systems for training effectiveness and speed-to-proficiency; partnered with compliance, HR, and operations to keep programs audit-ready.

- Learning Manager** NOV 2019 – DEC 2021
 Foundever · Bogotá, Colombia
 - Ran national learning operations through 2 coordinators and 10+ trainers, managing onboarding across multiple concurrent client accounts.
 - Doubled key client KPIs** with custom training content and data-driven coaching; sustained graduation rates above 90% across eight concurrent projects.
 - Rolled out LMS and gamification platforms (Central, Articulate 360, Moodle, Zendesk) at **150%+ ROI** by improving learner interaction and retention.
 - Cut 90-day new-hire attrition by **more than 50%** via post-onboarding touchpoints and early-engagement strategies.
- Learning Specialist** JAN 2018 – NOV 2019
 Foundever · Bogotá, Colombia
 - Facilitated onboarding across four vendor accounts; restructured foundational programs around interactive, experiential techniques and blended learning paths.
 - Led content localization and LMS integration for bilingual (ES/EN) markets and piloted new digital delivery formats.
- IT Manager** JAN 2015 – DEC 2017
 Tickets & Travel · Bogotá, Colombia
 - Owned company-wide IT infrastructure and help desk; launched standardized technical onboarding (devices, SSO, permissions) that cut time-to-productivity.
 - Trained staff on CRM and booking systems with SOPs, quick-reference guides, and micro-videos; strengthened data security via access controls and audit protocols.
- Business Consultant / Researcher** JUN 2013 – DEC 2014
 GrupoVantech (now VirtualEmily) · Bogotá, Colombia
 - Performed compliance and due-diligence verification of individuals in financial and criminal contexts (OFAC, INTERPOL watchlists).

CORE COMPETENCIES

Learning Strategy & Operations	Onboarding at Scale	Instructional Design · ADDIE/SAM
Learning Analytics & ROI · Kirkpatrick/Phillips	LMS/LXP Admin · SCORM/xAPI	
AI-Assisted Content Development	Gamification & Engagement	Change Mgmt · ADKAR/Prosci
Team Leadership & Coaching	Stakeholder & Vendor Mgmt	Knowledge Mgmt & SOP Governance
CX KPI Alignment · CSAT/AHT/QA/NPS	Continuous Improvement · Six Sigma	Project Management

TOOLS & PLATFORMS

LEARNING / AUTHORING	Articulate 360 (Storyline/Rise) · Adobe Captivate · Camtasia · Moodle · LearnUpon · SAP SuccessFactors · Central · SCORM 1.2/2004 · xAPI/LRS
GENERATIVE AI	ChatGPT · Sora & Veo 3 (training video) · ElevenLabs (voiceover) · Stable Diffusion · Canva
ANALYTICS	Power BI · Qualtrics · SurveyMonkey · Excel (advanced)
COLLAB / PM / CRM	Microsoft 365 · Google Workspace · Confluence · Notion · Jira · Asana · Monday · ClickUp · Smartsheet · Miro · Slack · Teams · Zoom · Salesforce · Zendesk · HubSpot

CERTIFICATIONS

Six Sigma Green Belt **2024**
 EF SET English C2 — 81/100 **2024**
 TOEFL iBT — 115/120 **2013**
 Anti-Money Laundering, World Compliance **2013**

EDUCATION

Pontifical Xavierian University **2015-2017**
 Undergraduate coursework in Psychology (3 years)

LANGUAGES

Spanish	■■■■■	NATIVE
English	■■■■■	C2
French	■■■■■	A2