Cristian Giovanny Diaz Villafañe

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PROFESSIONAL PROFILE

Innovative and results-driven Software Engineer and Manager with over 14 years of experience leading multidisciplinary, cross-functional teams. Expert in operational strategy, client relationship management, and financial oversight (P&L, Revenue, EBITDA) across European and LATAM markets.

Proven track record in operational metrics management (KPIs, SLA, ART, CSAT, AHT, QA) and Client Onboarding. Extensive experience in Customer Care and Customer Experience Operations, Content Moderation, and Trust & Safety Operations. Specialized in developing leadership teams and deploying automated, data-driven solutions to drive operational excellence, resilience, and profitability.

PROFESSIONAL EXPERIENCE

Service Delivery Manager *SaaS Company | European Market December 2024 – Present*

- **Strategic Metrics Management:** Manage 4 e-commerce platforms (Marketplaces & Real Estate) across 4 European countries, optimizing operational KPIs (SLA, ART, CSAT, AHT, QA) to consistently exceed client targets. Lead CS and CSX operations for a high-traffic European marketplace.
- **Client Onboarding & Relations:** Lead end-to-end onboarding processes for new clients. Act as the strategic liaison for commercial relationships, identifying growth opportunities and resolving escalations.
- **Leadership Team Development:** Direct and mentor a team of Team Leaders and Supervisors, fostering a high-performance culture for autonomous, efficient daily operations.
- **Financial & Operational Impact:** Manage P&L and statistical data to ensure assignment profitability. Analyze operational trends to implement cost-reducing process improvements without compromising quality.

Assignment Manager *Besedo | Colombia Branch February 2020 – December 2024*

- **Results-Driven Leadership:** Achieved top performance metrics and exceptional CSAT scores for 12 accounts across 8 countries.
- **Process Optimization:** Reduced operational costs by 65% through strategic cross-utilization of agents and minimizing non-productive hours.
- **Remote Operations:** Led the transition to remote work for over 120 employees, establishing robust monitoring systems to maintain SLA compliance and QA standards remotely.
- **Financial Analysis:** Conducted deep financial analysis to identify cost-saving opportunities and improve overall project profitability.

Team Manager *Besedo | Colombia Branch January 2019 – February 2020*

- Led high-performance teams, ensuring strict compliance with all service levels and key performance indicators.
- Increased billing of key accounts by 15% through additional service offerings and maintaining excellent commercial relationships.
- Improved center profitability by 25% by implementing an equitable bonus system linked to metric compliance (QA, AHT, Attendance).

Senior Team Leader & Team Leader *Besedo | Colombia Branch April 2015 – December 2018*

- Developed the E-Coaching process for remote staff, significantly improving operational efficiency and QA scores.
- Optimized the invoice creation process, reducing processing time and enhancing accuracy.
- Reduced team turnover from 8% to 2% by continuously developing and motivating the agent team.

Local IT Chief *National Navy, Marine Corps | Colombia 2007 – 2014*

- Managed personnel and IT equipment, maintained networks, and ensured strict IT security protocols.
- Served 10 years in the Colombian Navy as a Marine Infantry Non-Commissioned Officer (reaching the rank of First Corporal), developing military-grade discipline and resilience.

CORE COMPETENCIES & TECHNOLOGIES

Strategic & Operational

- **Strategic Management:** Cross-functional Team Leadership, Remote Workforce Management, Client Relationship Management.
- **Financial Acumen:** P&L Management, Financial Forecasting, Cost Optimization.
- **Industry Knowledge:** E-commerce & Marketplaces, Real Estate Verticals, Trust & Safety Operations, BPO Service Delivery, CS & CSX Ops, Content Moderation.
- **Process Optimization:** Lean Six Sigma methodology, Workflow automation.

Technical Proficiency

- **Core Focus:** Python & AI Integrations, JavaScript & Web Dev, Operations Management, Data Analysis (SQL, PowerBI, VBA, Excel).
- **Languages & Frameworks:** Python, JavaScript, Go, HTML5, CSS3, Node.js, PHP, Ruby, WordPress.
- **Tools & Software:** VS Code, SQL, Excel (VBA), Tableau, Qlik, Grafana, Kibana, Git, MS Office Suite, IA Tools.

EDUCATION

- **Master's in Full Stack Web Development & AI** | Instituto Europeo de Alta Dirección (IEAD) | *In Progress (2026)*
- **Software Engineering** | Universidad Manuela Beltran, Bogotá | *2019*
- **Professional Technologist in Computer Systems** | INSUTEC, Bogotá | *2006*
- **Technologist in Training and Military Management** | EFIM, Coveñas Sucre | *2008*

CERTIFICATIONS

- **Lean Six Sigma - Yellow Belt** | Universidad de los Andes, Bogotá | *2023*
- **Web Development** | SENA, Bogotá | *2012*
- **Comprehensive Training for Supervisors** | International Consulting Group, Bogotá | *2017*
- **Emotional Intelligence and Teamwork** | International Consulting Group, Bogotá | *2017*

LANGUAGES

- **Spanish:** Native
- **English:** Fluent
- **Italian:** Basic