

Alfonso Herrada

Senior Operations Leader who builds · CX & Support Strategy and Operations · Decides where AI enters the operation and where it stays out

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SUMMARY

Operations leader who builds the operation that serves the customer and the capacity model underneath it. At Figo Pet Insurance, joined the CX team as its eighth member and grew the support organization past thirty through a \$250M acquisition; outside reviewers rated the service best-in-category three straight years. At Chicago Public Schools, specified the coverage platform for a 500+ school district, directed the vendor build, then extended the system in-house; inquiries fell 30% and placements ran 40% faster. Builds with AI daily and decides where it enters an operation and where it stays out.

CORE COMPETENCIES

CX & SUPPORT OPERATIONS: CX Strategy & Operations · Support Operations · Contact-Center Operations · CSAT/NPS Programs · Escalation Management · Workforce Management · Onboarding & Training Architecture

STRATEGY & OPERATIONS: Operating-Model Architecture · Capacity Planning · Vendor Management · Resource Allocation · Executive Alignment · Change Management · Program Management

AI & AUTOMATION: Claude Code · Agent Workflow Design · MCP · Gemini / NotebookLM · Google Apps Script · Prompt Engineering · Human-Gate Framework Design

DATA & ANALYTICS: SQL · Python · Databricks · Spark · Power BI · Looker Studio · Airtable · KPI/OKR Tracking · Analytics Storytelling

PLATFORMS: Salesforce · Airtable · Google Workspace · SharePoint · Hubspot **LANGUAGES:** English (native) · Spanish (native bilingual)

WORK EXPERIENCE

Analytic Gator — Founder & Principal

Chicago, IL · Jul 2022 – Present

Strategy and Operations Consulting · AI Readiness · Agent Workflow Design

AI-Native Systems: Runs day-to-day operations, career, content, and family care, on Claude-native personal operating systems built and operated solo, with human gates throughout. The practice's living proof of method for where AI belongs in an operation.

- Built Rainmaker, a human-in-the-loop outreach agent system. 1st place of ~350 DataExpert.io capstones, earning the founder's recommendation.
- Running a paid 10-week engagement bringing AI into a client's back-office operations, with the client deciding what the system touches.

Client Analytics & Enablement: Operational analytics for a nonprofit tech incubator.

- Cut donor-client matching time 25% in the first quarter post-rollout with Power BI dashboards integrating 800+ Hubspot and engagement records.
- Lifted client self-service analytics adoption 55% through structured Power BI training for non-technical stakeholders.

Chicago Public Schools — Department of Principal Quality

Chicago, IL · Mar 2024 – Apr 2026

Business Operations Program Manager · School Leadership Placement and Executive Reporting. Business operations for the team placing school leaders across a 500+ school district, serving principals, candidates, and the network leadership above them.

Coverage System Delivery (vendor-directed build): Specified the School Coverage Management System on Airtable and directed a 5-to-7-person vendor team through a six-month, fiscal-year-bound build, weekly requirements and PM meetings, biweekly stakeholder demos, SOW reviewed pre-signature. Built the automation layer and self-serve Knowledge Hub in-house with two teammates.

- One workspace replaced 4+ intake channels and a stack of Google Sheets, answering 80% of critical strategic questions; adopted by 10 of 15 Network Chiefs; hundreds of coverage placements run through it per school year.
- Inquiries to the team dropped 30% once stakeholders answered their own questions, self-serve deflection that also forced coverage requests into proper channels and closed a years-old change-management gap.

Customer Experience & Service Operations: Rebuilt the team's service surface for its customers.

- Contributed to 88% responsiveness on the Chicago Public Education Fund Principals Survey, DPQ second of every CPS department, against a 69% district average.
- Revamped and isolated the team's intake triage on arrival, replacing a five-team shared inbox managed by Gmail tags.

Executive Alignment & Placement Speed: Ran 8 consecutive bi-weekly executive reporting cycles as structured stakeholder elicitation, holding the Chief of Schools and 15 Network Chiefs to one plan with 100% milestone adherence.

- School leader placement 40% faster, measured on request-to-fill dates against the pre-migration cohort measured the same way.
- Built the principal-vacancy forecast (historical seasonal patterns plus announced intents) that drove interim-coverage resource planning.

Figo Pet Insurance — Customer Experience Operations Manager · Interim Director of Customer Experience

Chicago, IL · Feb 2018 – Jan 2021

Built the CX and support operation of a scaling insurtech through a \$250M acquisition. 10,000+ monthly contacts across all channels, 75-100K policies in force at exit. Owned the annual staffing plan and revenue-line planning with quarterly COO reviews.

Organization Build & Scale: Joined the CX team as its 8th member and built the support organization to 30+, a supervisor and three leads reporting up, through the acquisition, at industry-leading CSAT.

- CSAT from Salesforce post-contact surveys held as the team's north star while external reviewers rated Figo's service best-in-category: Reviews.com Best Overall 2019 ("outperforming every contender we tested"), #1 rated 2017–2019; Trustpilot 9.1/10.
- Built Figo University in 3 months, doubling onboarding capacity and cutting ramp from 9 to 6 weeks, and won approval for a full-time Training Coordinator role on a time-logged business case.

Revenue & Retention: Planned the operation's annual revenue line across new-policy sales and renewals and answered for it in quarterly COO reviews, owning the diagnosis on misses.

- Stood up a dedicated 2-person retention team during a rolling premium-repricing wave in which increases exceeded 100% for some policyholders, segmenting the renewal caseload, moving outreach from reactive to proactive, and stabilizing renewal cancellations.
- Led the revenue-generating omni-channel contact center, lifting conversion 25% YoY.

Crisis Response & Tooling: Absorbed three simultaneous pressures, a COVID-era demand surge, the rolling repricing wave, and a full policy-generation migration off an underwriter switch, by rebuilding the operation's tooling and capacity model.

- Structured the Salesforce views, flows, and UI (admin-executed) that lifted CSAT 15%; stood up a dedicated Claims Support team on a \$200K+ build-out budget; ramped 3 temp agents on the L1 sales tier.
- Ran the operation's analytics on raw Vonage/RingCentral telephony data in Power BI and rebuilt the workforce and scheduling model: contact-center efficiency up 30%, average handle time down 15%. Owned the telephony vendor lifecycle through a renewal-driven vendor switch.
- Cut escalations 30% in 6 weeks by analyzing six months of escalation-call data, then building a de-escalation program for the 15-to-20-person team.

JPMorgan Chase & Co. — Business Banking Operations • Branch Manager on Duty Chicago, IL • Mar 2011 – Jan 2016

Revenue & Portfolio Growth: Grew branch revenue 15% and NPS 10% over 5 years at the second-largest JPMorgan Chase branch in the country by redesigning service standards and business banking strategy.

- Drove 5% average YoY client revenue growth across a 30-to-50 small-business portfolio through credit structuring, cash-flow advisory, and product integration.

Sales Operations & Enablement: Designed the qualification framework and CRM workflow that cut low-fit pursuit time across the 16-person business banking team, lifting conversion 30% in 12 months.

- Redesigning the product-knowledge training curriculum with National Training Managers, lifting annual assessment scores 20% across 10 Chicago branches in 1 year.

AT&T — Sales Operations Manager Chicago, IL • Jul 2009 – Feb 2011

Owled the store's monthly sales number and the staffing behind it: schedule, shift coverage, and hiring for the 10-person consumer-and-business team.

- Coached the team from #25 of all Illinois AT&T stores to top 5 within 12 months; annual revenue up 15% on structured weekly coaching in customer-context capture.

Meso America Technical Services — Business Operations Manager & Project Manager Chicago, IL • Aug 2001 – Jan 2009

Telecom EF&I (Engineer, Furnish, Install) for carrier central offices, AT&T a major customer. Led 20-40 people (peaking ~50) across warehouse, installer crews, and supervisors.

- Owned procurement across 200+ telecom-equipment SKUs supplying 10-15 concurrent carrier central-office jobs; demand forecasting and strategic bulk purchasing eliminated material-caused delays and cut procurement costs ~10%; priced and sold mid-job change orders.
- Led ISO 9001 certification across 4 departments, cutting non-conformance 40%; built the Microsoft-workspace integration system stitching billing, procurement, warehouse, and engineering data, the operational backbone of the EF&I business.

EDUCATION & CREDENTIALS

DataExpert.io — App-Building Competition, 1st Place (~350 entrants) | 2026

Northeastern Illinois University — Data Science and Analytics Professional Certification | 2022

Santa Fe Community College — A.S. Business Administration