



Wadi Martinelli

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Global Learning & Development Leader

Career Profile

Strategic and results-driven Learning & Development leader with 8+ years of experience building and optimizing training operations across global BPO, travel & transportation, financial, retail, health, technology, collections & sales sectors. Recognized for designing scalable on-boarding programs supporting over 10,000 hires annually, and for delivering measurable business impact through curriculum redesign, performance consulting, and operational alignment. Demonstrates consistent results, such as increasing graduation rates from 50% to 85–90%, improving KPIs (CSAT, AHT, QA, Sales) by up to 300%, and achieving 20–30% ROI through learning innovation and resource optimization. Brings deep expertise in instructional design (ADDIE/SAM), LMS/LXP platforms, learning analytics, gamification, and cross-functional project leadership. Experienced in managing large, distributed teams and multi-vendor training ecosystems across LATAM, Europe, and the U.S., with a focus on ROI, engagement, and compliance. Fluent in Spanish and English, with foundational French proficiency.

Work Experience

Foundever, December 2021 to September 2025 | 3 years, 10 months

Senior Learning Manager

- Oversaw regional learning operations across LATAM, APAC & NA, leading a team of 5 managers, 2 coordinators, and over 40 trainers to execute on-boarding and development initiatives at scale.
- Coordinated end-to-end on-boarding for 10,000+ new hires annually by establishing a structured training process flow that enhanced engagement and increased graduation rates from 50% to 85–90%.
- Elevated key operational metrics (CSAT, AHT, QA, Sales) by up to 300% by aligning training goals with business performance expectations and embedding practical learning scenarios.
- Delivered ROI of 20–30% by optimizing training resources, improving curriculum design, and leveraging digital tools for learning delivery and analytics, enhancing revenue, profit and reducing COS.
- Spearheaded multi-vendor, cross-industry on-boarding implementations, coordinating with operations, HR, and client teams to align learning with operational ramp-up schedules.
- Implemented systems for tracking learning effectiveness and speed to proficiency, using performance data to drive iterative improvements in content and facilitation.
- Partnered with compliance, operations, and HR leaders to ensure training programs meet internal quality standards and external regulatory requirements.
- Mentored and coached direct reports, promoting professional development, leadership readiness, and continuous skill growth across learning teams.
- Established scalable quality control processes to ensure training consistency across diverse regions.

Foundever, November 2019 to December 2021 | 2 years, 2 months

Learning Manager

- Supervised national learning operations for 2 coordinators and a team of 10+ trainers, managing onboarding and training programs across multiple client accounts.
- Elevated KPIs by over 200% through custom-built training content and strategic coaching initiatives aligned with performance data.
- Sustained graduation rates above 90% across eight concurrent learning projects by adapting facilitation methods.
- Rolled out LMS and gamification strategies (Central, Zendesk, Articulate 360, Moodle) with over 150% ROI by enhancing user interaction and learning retention.
- Lowered 90-day attrition by more than 50% by integrating post-onboarding touchpoints and early-stage engagement strategies into training flow.
- Liaised across departments to design localized and culturally relevant training content, improving understanding and operational application in multilingual teams.
- Drove alignment between QA, trainers, and operations by implementing shared KPIs and communication channels.
- Authored internal SOPs and knowledge articles to ensure knowledge retention and performance support beyond training.
- Introduced centralized reporting dashboards to monitor learning performance and effectiveness.
- Built strategic partnerships with operations to ensure continuous learning alignment with frontline metrics.

Foundever, January 2018 to November 2019 | 1 year, 11 months

Learning Specialist

- Facilitated on-boarding execution across four different vendor accounts over two years, ensuring seamless integration and adaptation to client-specific processes.
- Updated and restructured foundational training programs to include more interactive and experiential learning techniques, boosting retention and performance application.
- Devised blended learning strategies combining instructor-led sessions, asynchronous content, and real-time performance coaching.
- Worked closely with QA and operations teams to close performance gaps through targeted refresher sessions and on-the-job coaching.
- Steered content localization and LMS integration for Bilingual-speaking (Spanish & English) markets, aligning with internal quality standards.
- Contributed to learning innovation by piloting new content delivery formats and digital learning tools.

Tickets & Travel, January 2015 to December 2017 | 3 years

IT Manager

- Led the company's entire IT infrastructure and help desk, overseeing network management, device deployment, and technical troubleshooting.
- Launched a standardized technical onboarding process (devices, SSO, access permissions) that reduced time-to-productivity for new hires across departments.
- Conducted system training for CRM and booking tools while authoring comprehensive SOPs, quick reference guides, and micro-videos that minimized repeat support tickets.
- Enhanced data security and compliance by managing user access controls and implementing basic audit protocols.
- Streamlined internal IT support workflows, reducing issue resolution time and improving end-user satisfaction scores.

GrupoVantech, [Now VirtualEmily], June 2013 to December 2014 | 1 year, 6 months

Business Consultant / Researcher

- Executed on Compliance & Due Diligence verification for individuals in the financial & criminal context (OFAC, INTERPOL).

Certifications

- EF SET English Certificate: C2 Proficient - 81/100 | 2024
- Six Sigma Green Belt | 2024
- Microsoft Office Suite & Windows Server | 2015
- Anti-Money Laundering Certification - World Compliance | 2013
- TOEFL iBT: 115 / 120 | 2013

Languages

Spanish (Native), English (C2+), French (A2)

Core Competencies

Strategic Planning / Execution · Training Operations · Instructional Design (ADDIE / SAM) · Curriculum Architecture · VILT Facilitation Standards · Learning Analytics & Reporting · Evaluation & ROI (Kirkpatrick/Phillips) · Manager Enablement & Coaching · Change Enablement/Localization (ADKAR/Prosci) · Stakeholder Management · Knowledge Management & KB Governance (SOPs, TSLAs, Job Aids) · Project Management · Process & Continuous Improvement · BPO · Compliance Readiness · LMS/LXP Administration · Gamification & Engagement · Vendor Management · Cross-Functional Collaboration · HRIS-LMS Integrations (SSO, SCORM/xAPI/LRS) · Risk, Audit & Compliance Mapping · CX/Operations KPI Alignment (AHT, QA, CSAT/NPS)

Tools & Platforms

Microsoft 365 (Excel/PowerPoint/SharePoint) · Google Workspace (Drive/Docs/Sheets) · Microsoft Teams · Zoom · Adobe Connect · Slack · Hubspot · Zendesk · Salesforce · SAP SuccessFactors · Moodle · Quizziz · Kahoot · LearnUpon · Articulate 360 (Storyline/Rise) · Adobe Captivate · Triboo · Camtasia · Qualtrics/SurveyMonkey · Power BI · Miro / Mural · Confluence / Notion · ClickUp / Asana / Monday / Jira · Taskade · Smartsheet · Central (gamification) · SCORM 1.2/2004 · NVIDIA CUDA (AI & Machine Learning) · ChatGPT · Veo 3 · Sora · Stable Diffusion · ElevenLabs · Suno · Canva

Education

Coursework towards a Bachelor's Degree in Psychology, 2015 - 2017; Pontifical Xavierian University